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Spiribam Acquires Majority Stake in Le Philtre Vodka to Expand Premium Spirits Portfolio

French-owned spirits group aims to boost Le Philtre’s global presence, emphasizing sustainability and conscious consumption in competitive market

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Spiribam, a spirits company owned by the French conglomerate Groupe Bernard Hayot (GBH), has acquired a majority stake in Alcools de Luxe, the owner of Le Philtre vodka. The deal was announced this week, with Spiribam confirming that Le Philtre will be integrated into its commercial and marketing operations. The founders of Le Philtre—Guillaume Rappeneau, Charles Beigbeder, and Frédéric Beigbeder—will continue to work with the brand alongside Spiribam to help drive its international growth. Camille Sebbag-Barjon, managing director of Le Philtre, will also join Spiribam as part of the transition. Financial terms of the acquisition were not disclosed.

Le Philtre vodka was launched in 2020 and is positioned in what its creators call the “conscious” premium segment. The brand emphasizes sustainability and responsible production, which has helped it gain traction among high-end customers in France. Its client list includes notable names such as the Ritz Paris and La Grande Épicerie. Le Philtre is also available through Lagardère’s travel retail network in French airports and on Air France flights, where it is offered in a 35cl “Petit Philtre” bottle.

Spiribam CEO Grégoire Gueden said that bringing Le Philtre into the company’s portfolio aligns with a broader strategy to diversify its offerings. He stated that Spiribam will use its commercial resources, marketing expertise, and international network to support Le Philtre’s growth and increase its visibility worldwide.

Spiribam is known for marketing several rum brands from the Caribbean and Indian Ocean regions, including Rhum Clément and Rhum JM from Martinique, Bounty, Chairman’s Reserve, and Admiral Rodney from Saint Lucia, as well as Arcane and Beach House from Mauritius. The company has been expanding its reach in recent years. In 2023, GBH acquired Mangrove, a UK-based alcohol distributor, further strengthening its distribution capabilities in Europe.

The acquisition of Le Philtre comes at a time when premium spirits brands are seeking new ways to stand out in a crowded market. The focus on sustainability and conscious consumption has become increasingly important for both producers and consumers. By adding Le Philtre to its portfolio, Spiribam aims to tap into this growing segment while leveraging its established distribution channels to bring the vodka to new markets.

Industry observers note that the move reflects ongoing consolidation in the global spirits sector as companies look for innovative brands with strong identities. With Le Philtre’s founders remaining involved and Spiribam’s resources behind it, the brand is expected to accelerate its international expansion over the coming years.