



DEPUIS 1885  
**GIFFARD**  
FRANCE

CORPORATE INTRODUCTION 2021



# THE ART OF FLAVOUR



[https://youtu.be/h\\_s3iCiUjf4](https://youtu.be/h_s3iCiUjf4)

DEPUIS 1885  
**GIFFARD**  
FRANCE

# FAMILY-OWNED BUSINESS FOR OVER 135 YEARS

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The Giffard company, an independent and family-owned business for over 135 years, produces liqueurs, crèmes de fruits, Guignolets, and syrups distributed in France and abroad. The liqueur-maker from Angers, France crafts its products with tradition and authenticity to preserve their natural quality, while making innovation and respect for the environment its core values.



*Edith Giffard*

*Pierre Jouanneau-Giffard*

*Emilie Giffard*

*Bruno Giffard*



# OUR PURPOSE

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To create, manufacture and market Liqueurs and Syrups, used pure or in cocktails, as a source of conviviality and flavour discovery.





# GIFFARD AMBITION

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- To be the favourite brand of Bartender & Baristas around the world.
- To create contemporary products, using our traditional method
- To valorise nature, respecting and extracting the best from it





# A FULL RANGE OF LIQUEURS, SYRUPS, PREPARATIONS FOR COCKTAIL BARS AND COFFEE SHOPS

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- More than 60 liqueurs : Menthe-Pastille, Liqueur, Crème de Fruit, Premium Range
- More than 85 syrups : Fruits & Plants, Confectionery & Coffee, specialities
- Fruit For Mix and Sauces range





# USED BY BARTENDERS AND BARISTAS ALL AROUND THE WORLD

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The Giffard brand is a range of liqueurs and syrups that inspires the most famous mixologists and baristas of Paris, New York, London, Berlin, Dubai, Singapore, ...

25 M€ Turnover  
CAGR = 10%

Distributed in more than 80  
countries  
60% Export  
80% On trade

7 M Bottles sold

50% Liqueurs  
50% Non alcoholic range

100 Employees

Teams on the field around  
the world: Asia, America,  
Europe, Middle East,



# CSR COMMITMENT

We've been around for 5 generations, as an independent family firm and "Sustainable Development" has always been at the heart of our culture: respecting the environment, preserving nature, looking for natural solutions.



- Local raw material (as much as possible)
- Optimization of water consumption
- Glass reduction & transport
- Left over from maceration to be reused as compost
- Eco-friendly factories
- Support "Water in School" program NGO



# SPIRIT OF ART

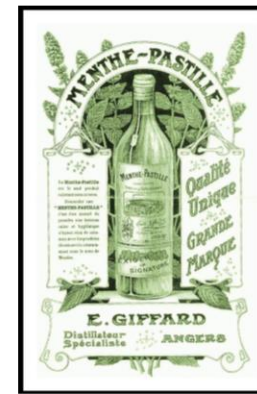
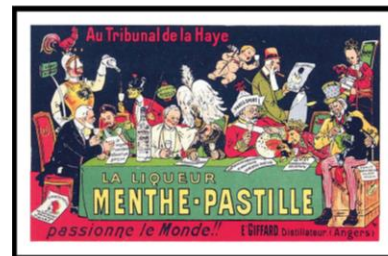
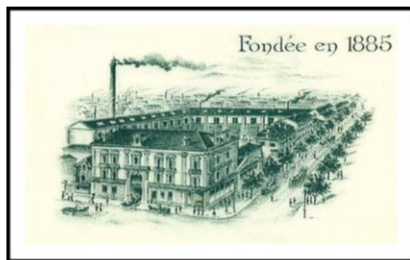
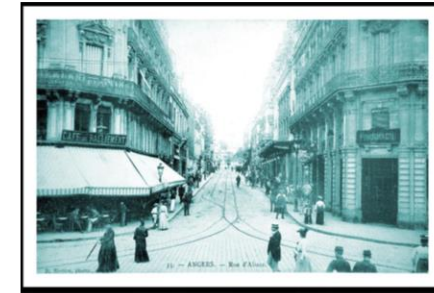
*PAST AND PRESENT*





# ONE MAN: EMILE GIFFARD, AND A UNIQUE MINT LIQUEUR: MENTHE-PASTILLE

In 1885, Emile Giffard, a passionate pharmacist from Angers, perfected a mint liqueur with refreshing and digestive virtues. Crystal-clear and pure as spring water, the famous Menthe-Pastille was adopted by the great hotels and restaurants in the area of Angers, France.



DEPUIS 1885  
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# STILL A FAMILY-OWNED COMPANY (5TH GENERATION)

Five generations later, Giffard is still a family business and produces Liqueurs, Crèmes de Fruits and Syrups alongside its market leader Menthe-Pastille, driven by a respect for quality which has been a cornerstone to the brand since the origin.



1885 : Creation of Menthe-Pastille

1895 : Creation of digestifs of the time : Parfait Triple Sec, Anisette, Guignolet d'Angers

1900 : The first Syrup

1972 : Giffard moves to Avrillé

2002 : Creation of the Premium liqueurs range

2017 : A new production site dedicated to syrups is inaugurated. The Avrillé site specializes in liqueur production



DEPUIS 1885  
**GIFFARD**  
FRANCE



# LIQUEURS AND SYRUPS PRODUCED IN ANGERS, IN THE LOIRE VALLEY

We produce our liqueurs and syrups in Angers, France. Its ideal location in the heart of the Loire Valley is an exclusive living link to the local fruit growers. We primarily buy from local and French producers, depending on the chosen varieties – we select the best quality of fresh, ripe fruits and plants.



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**GIFFARD**  
FRANCE





# OUR PRODUCTION SITES



**GIFFARD AVRILLE**  
LIQUEUR SITE  
Since 1972



**GIFFARD SAINT-LEGER-DES-BOIS**  
SYRUP SITE AND LOGISTIC WAREHOUSE  
Since 2017



[https://youtu.be/yLmyE9\\_XM5w](https://youtu.be/yLmyE9_XM5w)



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FRANCE





# ART OF FLAVOUR

*From fruit to liqueur, Giffard extracts the best from nature*



# THE BEST INGREDIENT IS ALWAYS FLAVOUR!

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## PLANTS ARE OUR SOURCE OF INSPIRATION.

Finding the best varieties of plants and fruits, so that their rich flavours can be extracted, has always been at the heart of what we do. That means respecting the environment and preserving nature, always looking for natural solutions.

<https://www.youtu.be/oVSaGv1oU9E>





# KNOW HOW AND TRANSMISSION FOR UNIQUE PRODUCT

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The secret of our products' unique taste lies on the expertise of the men and women who craft the liqueurs and syrups every day.





# PREMIUM PRODUCTS WITH A STRONG RECOGNITION

IN THE TOP 10 BESTSELLING BRANDS SINCE  
2015 IN TOP COCKTAIL BARS\*  
2021: #3 Best Selling Brands



BESTSELLING BRANDS	
1	CAMPARI
2	CHARTREUSE
3	GIFFARD
4	COINTREAU

MANY AWARDS IN  
COMPETITIONS



**Difford's Guide**  
FOR DISCERNING DRINKERS

AVERAGE RATE OF 4.5 /5  
ON DIFFORD'S GUIDE  
for our Liqueurs and Syrups



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\*Drinks International ranking / panel of more than 100 of most important cocktail bars in the world



# MENTHE-PASTILLE LIQUEUR



Created in 1885 by Emile Giffard, then a pharmacist in Angers, who transformed his pharmacy into a distillery. This crystal clear liqueur is obtained from peppermint essential oils (Mitcham mint).



- *First product of the Giffard company*
- *Secret recipe*
- *Made with Mitcham Mint essential oil*
- *24% ABV*
  
- *Gluten-free*
- *Vegan*
  
- *Available in 0,7L / 1L / 1,5L /*



# LIQUEURS AND CRÈMES DE FRUITS

## A RANGE OF MORE THAN 60 FLAVOURS

Mostly created to be used in cocktails, so that bartenders have access to high quality and authentic flavours, no matter the season or place in the world.



- *Selected fruits*
- *Long term partnerships with fruit and plant suppliers*
- *Pure sugar beet from France*
  
- *Gluten-free*
- *Vegan*
- *HACCP certified*
  
- *Available in 0,35L / 0,37,5L / 0,5L / 0,7L / 0,75L / 1L depending on flavours*



# PREMIUM LIQUEURS

Complex liqueurs with deep and rich aromas. We have created this range of liqueurs by selecting the very best raw materials, with a guaranteed origins and varieties, to craft well-balanced liqueurs with rich and powerful flavours.



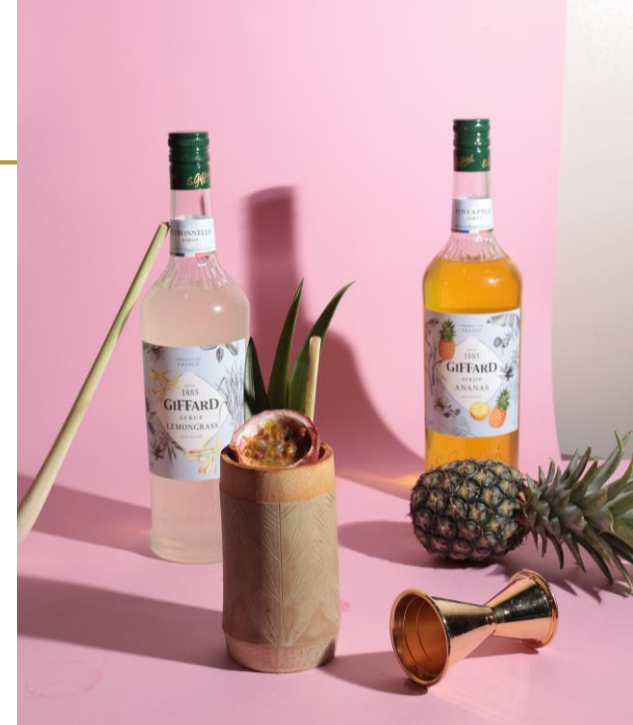
- *Selected fruits and origins*
- *Enhanced with the addition of spices, matured or vintage spirits such as Cognac, Rum...*
- *10 Flavours*
- *Gluten-free*
- *Vegan*
- *Available in 0,7L / 0,75L*

# SYRUPS

## A RANGE OF MORE THAN 85 FLAVOURS IN 1L GLASS BOTTLE

Created for professional bartenders and baristas, our syrups are rich in flavour and bright in colour, and are made from 100% French sugar beet. The high temperature pasteurisation process ensures a long shelf life and the freshness of the flavour without the need of preservatives.

This range is ideal for cocktail use, as well as non-alcoholic cold or hot drinks (cocktails, lemonades, iced teas, smoothies, milkshakes, granites, iced coffees and lattes).



- 89 flavours: fruits , plants, nuts, & creations
- No preservative s
- Long shelf life (36 months)
- Pure sugar beet from France
- Natural aromas
- 1L glass bottle
  
- Gluten Free
- Halal
- Vegan (except egg white syrup)



# FRUIT FOR MIX

A range of 6 flavours which will bring fruit, flavour, texture and colour to cocktails for a tasty experience and a vibrant visual.



- *A range of 6 favours in 1L bottle*
- *More than 50% of fruit puree*
- *Natural aroma*
- *Natural colouring*
- *Pure saccharose from sugar beet*
  
- *Halal*
- *Gluten Free*
- *Vegan*



# GOURMET SAUCES

The range of Giffard sauces is ideal to flavour hot drinks (espresso, hot chocolate...) or as toppings on cold drinks (milkshakes, smoothies, ice creams...).



- A range of 4 flavours in 2L bottle
- Chocolate, Salted Caramel, White Chocolate, Strawberry
- Natural aroma
- Smooth and creamy texture to ensure long lasting toppings





# ART OF MIXING

*Close to our users  
Baristas and Bartenders*





# CLOSE TO OUR USERS, BARISTAS AND BARTENDERS

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At Giffard, we build relationships with bartenders around the world , which nurtures the brand through our own international competition (Giffard West Cup), a network of brand ambassadors, events and exhibitions, and digital activations.



# CLOSE THANKS OUR [EVENT]



## GIFFARD WEST CUP COMPETITION

International competition :  
20 years old  
18 countries  
1200 competitors

<https://www.youtube.com/watch?v=qiGJITuUxk>





# CLOSE THANKS OUR [EVENT]



## EXHIBITIONS

BCB / Cocktail Spirit / Imbibe / Gulfood / FHA / Athenes Bar Show / Roma Bar Show / Bangkok Coffee Show / Seoul Coffee Show ...





# CLOSE THANKS [SOCIAL MEDIA VISIBILITY]

- More than 30K Followers on Instagram through our 4 accounts
- Strong content strategy with daily communication





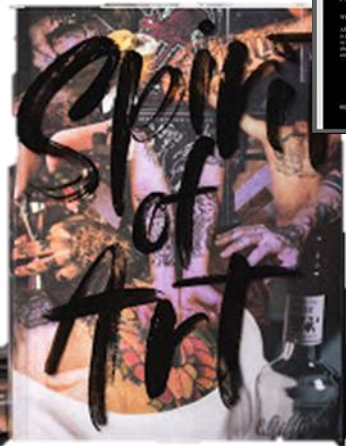
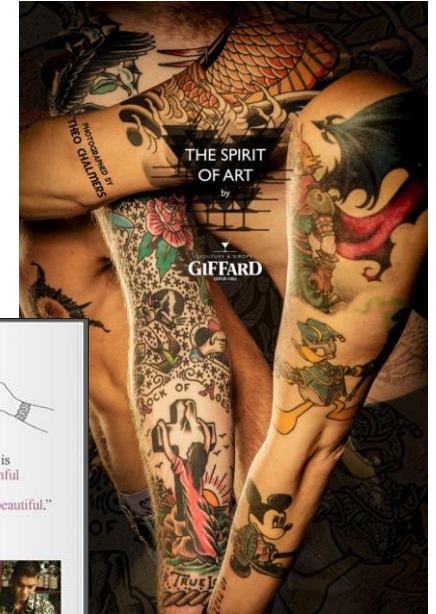
# CLOSE THANKS A [UNIQUE BRAND TERRITORY]

At Giffard, we believe in art. Throughout our history, we have always sought beauty in our products, our communications and even in the design of our premises.

Art is a source of identity and culture for us. For many of our bartenders and baristas, art is their very existence, and it is sometimes rooted deep in their skin through tattoos.



→ Covent Garden Gallery with Menthe-Pastille's old posters



→ Tattooed Bartenders: A series of 3 cocktail books about tattoos and bartenders, in more than 12 famous cocktail cities: Hong Kong / Bangkok / Bali / London / Kuala Lumpur / Ho Chi Minh City...



# CLOSE THANKS [OUR INTERNAL EXPERTS]

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**Matteo Mosetti**



*Instagram*

[@Matteo Giffard Drinks](https://www.instagram.com/Matteo_Giffard_Drinks)

**Raphaëlle Chaize**



*Instagram*

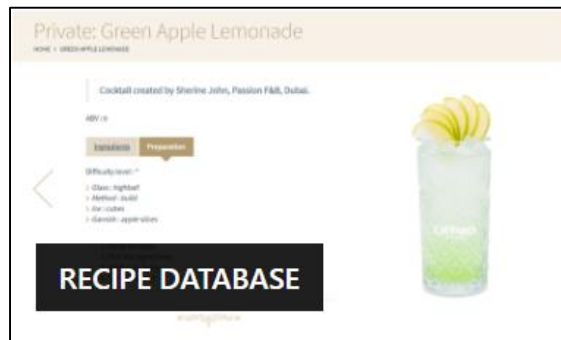
[@Raphaëlle.chaize Giffard](https://www.instagram.com/Raphaëlle.chaize_Giffard)



# CLOSE THANKS [OUR SERVICES]

## BRAND CENTER

A DEDICATED ONLINE NETWORK FOR OUR PARTNERS



## POS

A LARGE CATALOG OF PROMOTIONAL ITEMS

GIFFARD Bar Tools				
ID	NAME	UNIT	PRICE / per unit	Picture
2038	Boston Shaker « E.Giffard » black branding	X1	7,00 €	
9259	Bar Spoon – 27cm « E.Giffard » engraved on the disk	x1	2,30 €	
9260	Jigger - 25/50ml « E.Giffard » engraved	X1	3,00 €	
4662	Bar Mat	X1	6,00 €	
9340	Mixing Glass – 70cl « E.Giffard » engraved	X1	10,00 €	
6659	Apron – leather straps Black fabric with botanical pattern and adjustable straps (neck & back)	X1	18,00 €	
1333	Ice Bucket – 10 L White with 2 colours logo	X1	12,00 €	

GIFFARD Glassware				
ID	NAME	UNIT	PRICE / per unit	PICTURE
5832	Granly glass – 36cl «Giffard» white branding	x6	3,50€	
1312	Cocktail glass – 27cl «Giffard» white branding	x 6	3,00€	
8646	Mason Jar – 45cl «Giffard» white branding	X1	1,50€	
1302	Flûte glass – 12 cl «Giffard» white branding	x6	6,00€	
1311	Shot glass – 3/4 cl Vertical «Giffard» white branding	x12	5,50€	
9180	Lette glass – 28cl «Giffard» white branding	X6	8,50€	



# FLAGSHIP STORES IN [TOP COCKTAIL BARS]



**Dante**  
(NY)

World's Best Bars 2019

**1**



**The Dead Rabbit**  
(NY)

World's Best Bars 2018

**1**



**Sweet Liberty**  
(Miami)

World's Best Bars 2017

**24**



**Attaboy**  
(NY)

World's Best Bars 2017

**8**



**Employees Only**  
(NY)

World's Best Bars 2019

**26**



**ABV**  
(San Francisco)

World's Best Bars 2016

**36**



**Trick Dog**  
(San Francisco)

World's Best Bars 2018

**42**



**The NoMad**  
(NY)

World's Best Bars 2018

**3**



# FLAGSHIP STORES IN [TOP COCKTAIL BARS]



**Black Tail**  
(NY)

World's Best Bars 2018  
**32**



**Broken Shaker**  
(Miami)

World's Best Bars 2018  
**18**



**Aviary**  
(Chicago)

Top50 Cocktail Bars 2018  
**41**



**Mace**  
(NY)

Top50 Cocktail Bars 2018  
**42**



**Tommy's**  
(San Francisco)

Top50 Cocktail Bars 2018  
**48**



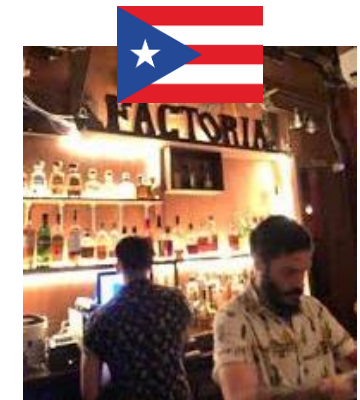
**Black Pearl**  
(Melbourne)

World's Best Bars 2018  
**22**



**The Baxter Inn**  
(Sydney)

Top50 Cocktail Bars 2018  
**45**



**La Factoria**  
(San Juan)

World's Best Bars 2018  
**39**



# FLAGSHIP STORE IN [TOP COCKTAIL BAR]



**Bar Swift**  
(London)

Top50 Cocktail Bars 2



**Homeboy Bar**  
(London)

Top50 Cocktail Bar

11



**Coupette**  
(London)

World's 50 Best Bars 2019

23



**Oriole**  
(London)

Top50 Cocktail Bars

18



**Nightjar**  
(London)

Top50 Cocktail Bars

25



**The Gibson**  
(London)

Top50 Cocktail Bars

19



**Copper Bay**  
(Paris)

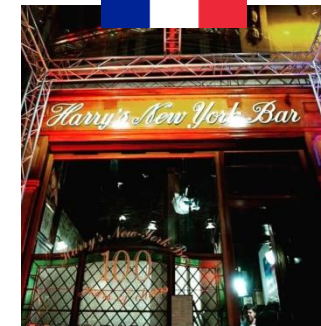
50 Best Discovery  
Restaurants & Bars



**Le Syndicat**

World's 50 Best Bars 2017

34



**Harry's New York Bar**  
(Paris)



**Red Frog** DEPUIS 1885  
(Lisbon)

Top 500 Bars

81

**GIFFARD**  
FRANCE



# FLAGSHIP STORES IN [TOP COCKTAIL BARS]



**The Clumsies**  
(Athens)

World's 50 Best Bars **6**



**Baba Au Rum**  
(Athens)

World's 50 Best Bars **31**



**Hemingway Bar**  
(Prague)



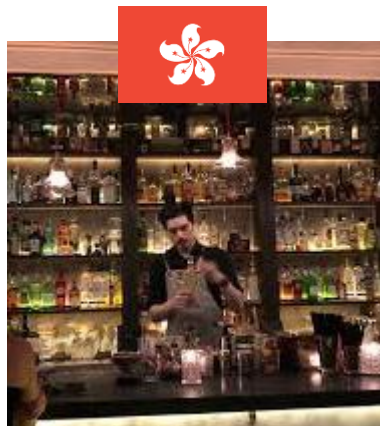
**Linje Tio**  
(Stockholm)

Top50 Cocktail Bars 2018  
**44**



**Himkok**  
(Oslo)

World's best Bars 2018  
**20**



**Quinari**  
(Hong Kong)

Top50 Cocktail Bars 2018  
**40**



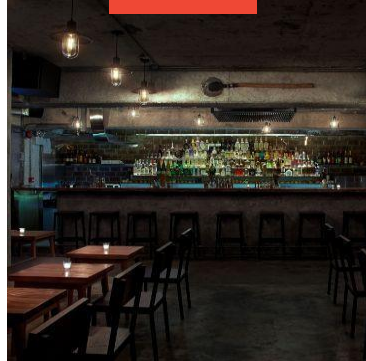
# FLAGSHIP STORE IN [TOP COCKTAIL BAR]



**Jigger & Pony**  
Asia 50 1



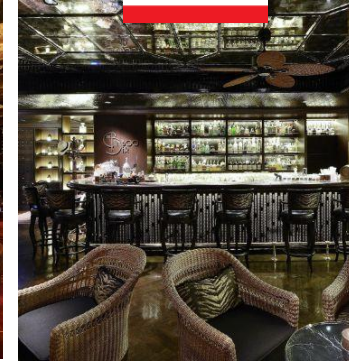
**Old Man**  
Asia 50 2



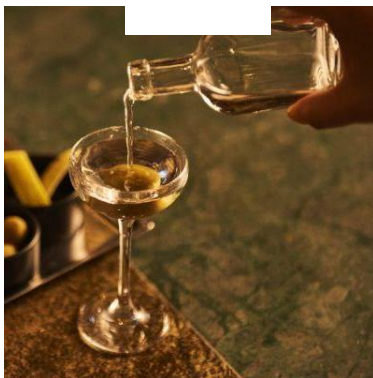
**Coa**  
Asia 50 3



**ATLAS**  
Asia 50 5



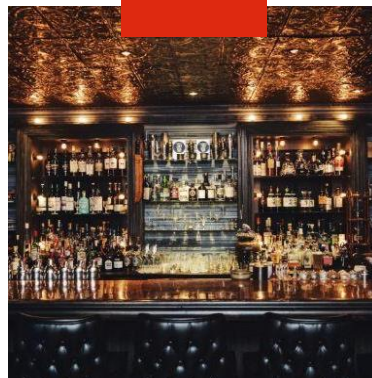
**Bamboo Bar**  
Asia 50 7



**Manhattan**  
Asia 50 8



**Bar Trigona**  
Asia 50 14



**Speak Low**  
Asia 50 19



**High Five**  
Asia 50 20



**Tropic City**  
Asia 50 24

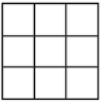


# FLAGSHIP STORES IN [COFFEE SHOPS, HOTELS & FAST CASUAL CHAINS]

KIMPTON<sup>®</sup>  
HOTELS & RESTAURANTS



Hilton<sup>®</sup>  
HOTELS & RESORTS



SOHO HOUSE



Casper &  
Gambini's<sup>®</sup>  
all in good taste







[www.giffard.com](http://www.giffard.com)

 [giffard liqueurs syrups](https://www.instagram.com/giffard_liqueurs_syrups)

 [giffardasiapacific](https://www.instagram.com/giffardasiapacific)

 [giffard.arabia](https://www.instagram.com/giffard.arabia)