

IWSC, MISC, HTheoria: International excellence and Innovation from Gabriel Boudier

London, 18th November 2016. Gabriel Boudier is awarded best liqueur producer at the 2016 IWSC (*International Wine & Spirit Competition*) for the excellence across the range.

Melbourne, 16th November 2016. Gabriel Boudier is awarded at the 2016 MISC (*Melbourne International Spirits Competition*): Gold medal for the best French Gin Producer. Crème de Cassis de Dijon and Saffron gin are also rewarded.

2016, a year full of new projects for the Liqueur producer which has just taken a holding in HTheoria, a startup specialising in the creation of liqueurs. All these awards and projects show the way that expertise and daring innovation are fundamental for Gabriel Boudier.

A swathe of international medals



The 2016 IWSC awarded a total of 8 medals to Gabriel Boudier

On 16TH November 2016 in London, the IWSC rewarded Gabriel Boudier as the best liqueur producer of 2016. This award recognizes the know-how and the excellence of the Dijon liqueur maker for the creation of premium products.

Seven products from the Gabriel Boudier range have been awarded

One of Gabriel Boudier's customers has also received two gold medals for two liqueurs created and produced by Gabriel Boudier: Gold medal for Jossie Darjeeling Tea Liqueur and outstanding Gold medal for Jossie Earl Grey Tea in the Liqueur category. All this is further evidence that Gabriel Boudier is the ideal partner to support customers from conception to production of the best spirits. For more information, visit the website: <https://www.iwsc.net>



The MISC has awarded 3 medals to Gabriel Boudier

For the year 2016, Gabriel Boudier has received 3 awards at the *Melbourne International Spirits Competition* (16th November 2016) : The Gold Medal for the best French gin producer of the year, the gold medal for the Best Crème de Cassis de Dijon and the Silver medal for Saffron Gin. Once again, this shows how Gabriel Boudier is recognized throughout the world for the quality of its products.

For more information, visit the website: <https://melbourneinternationalspiritscompetition.com>

Commitment to innovation

Gabriel Boudier has decided to take a holding in HTheoria, a startup created in 2016 by Marlène Staiger and Camille Hédin, who will launch in 2017 a brand-new spirits range which will generate some surprising reactions. The goal of this investment is to give Gabriel Boudier a new way of looking at the evolution of spirits consumption, a sensory laboratory to develop new concepts and to anticipate the trends.