

France

LE KIR ROYAL CASSIS

Producer "In 1934, a young Jean Cayard founded La Martiniquaise SA, a French company focused on importing and selling rums. By the 1940s, the company expanded its operations to include sales of cognac, calvados, port wine, Madeira, and other sweet wines. The company experienced significant growth throughout the 20th century and continues under the leadership of Jean-Pierre Cayard, the son of Jean Cayard. Today, La Martiniquaise is the second-largest French group in the spirits industry and ranks among the top 10 globally. The conglomerate's annual turnover exceeds 1 billion euros, encompassing 38 subsidiaries and production facilities, employing over 2,300 people worldwide. Despite its vast scale, La Martiniquaise remains a family-owned business, continuing its legacy as such into the present day."



WINE TYPE Fortified wines
MANUFACTURER La Martiniquaise
ALCOHOL CONTENT 12%
SUGAR CONTENT 80 g/l

PACKAGE SIZE 6 bottle(s)
BOTTLE CLOSING Natural cork
BOTTLE SIZE 0,75 l
PRODUCT NUMBER 114069

