



## PRESS RELEASE

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### **Franck Coste, new Chairman and CEO of Chanoine Frères**

**Franck Coste has been appointed Chairman and CEO of the company Chanoine Frères (Champagne Chanoine and Champagne Tsarine) by the Board of Directors of the company.**

Franck Coste is the successor of **Philippe Baijot** who had confirmed, a few months ago, his intention to exercise his rights to retirement.



Graduate of the “Ecole Supérieure de Commerce” (ESCE) Paris, then CRC HEC, Franck Coste started his career at Paul Prédault (export) and then joined the Seita with international functions as well (Europe, then Africa/Middle East Director). He then contributed to the creation of Altadis and took the head of the Cigar business in Europe of Altadis, the newest world’s number one. He was then appointed as Managing Director of Altadis Morocco, a position he held until the takeover of the group. In 2009 he joined the agricultural cooperative Champagne Céréales. In 2012, as Deputy CEO, he managed the merger between Champagne Céréales and Nouricia leading to the creation of Vivescia.

The House of Champagne Chanoine Frères holds very strong market positions with its ranges Chanoine Frères and Tsarine. The primary objective of Franck Coste will be to further improve the development dynamic of Chanoine Frères in order to allow the company to reinforce its current positions in France as well as on the export markets.

To express what guides him, Franck Coste quotes this sentence of the poet René Char: “Force your chance, cheer your happiness and go towards your risk. Looking at you, they will get used to it.” Think about it....

#### **What about Chanoine Frères**

The second oldest House of Champagne, CHANOINE FRÈRES was founded in 1730 during the reign of Louis XV. It was the first House to be authorized by the town of Épernay to dig a cellar in Champagne. Now established in Reims, CHANOINE FRÈRES is renowned for the quality of its champagnes: its classical range CHANOINE FRÈRES, present in the mass retail sector, and its prestige range TSARINE, which is also available through traditional channels, both in France and for export. An iconic bottle with an elegant labelling ensuring a great visibility, particularly in movies.