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OSBORNE ACHIEVES 241 MILLION EUROS IN SALES IN 2015, ON PAR WITH 2014

Over the past financial year, Osborne initiated its operations through a new subsidiary in China that has already become the biggest international market for Cinco Jotas. Moreover, Osborne has included Fever-Tree and Brockmans Gin in its portfolio of third-party products.

El Puerto de Santa María, 9th May 2016. Osborne has just held its General Assembly of Shareholders in which it approved its 2015 accounts.

In 2015, the company reached 241 million euros worth of sales and an Ebitda of 35.6 million euros. These figures represent a decrease of 1.6% and 11% respectively in relation to 2014, this being solely due to the finalisation of the distribution of Seagram's Gin in the Spanish market.

In 2015, in line with its Strategic Plan, Osborne replaced the distribution of brands which had a significant impact on its sales and Ebitda in previous years, namely Seagram's Gin and Monster Energy Drink, with the introduction of new distribution agreements of great added value and growth potential, namely Brockmans Gin and Fever Tree. At the same time, Osborne has pushed forward with its international growth, making its China subsidiary the main international market for Cinco Jotas.

In the words of Tomás Osborne, President of Osborne: "2015 has been a good year for us – we have substantially strengthened our own brands and successfully renewed our portfolio of distribution agreements for third-party brands. I believe that our company is now more solid than this time a year ago."

The most important milestones of 2015 have been:

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1. The growth of our international business, which currently represents 25% of the company's contribution, with a clear goal which is to develop subsidiaries in China and Brazil. In fact, since 2015 Osborne has had its own organisation in China through which it imports and distributes its products, thus ensuring that it is in total control of all its operations. Osborne China is now the main international market for the Cinco Jotas brand.
2. The successful inclusion and growth of the company's latest acquisitions: the gin Nordés, 1866 brandy and cachaça Espirito de Minas.
3. The inclusion of new distribution agreements in Spain in segments of high added value and potential for growth, namely Brockmans Gin and Fever-Tree, which add to the company's portfolio of third-party brands -Santa Teresa Rum, Passport Scotch Whisky and 100 Pipers Whisky, amongst others-.
4. Growth in terms of sales and profitability of Cinco Jotas, both national and international, with a clear super premium positioning in all markets. Following this line, Osborne has increased its investment in brand building, as well as in its visitors centre in Jabugo, restaurants and strategic points of sale at an international level.
5. The enological and image overhaul of the Montecillo Brand, which is allowing it to reach new consumers and consolidate its international position as one of the largest Rioja wineries.
6. The strengthening of its team, with a particular focus on its international and marketing areas, with the goal of accelerating growth in strategic markets.

In addition to the above, in 2015 Osborne set up the Osborne Foundation, this now being the means through which Osborne manages its work in terms of corporate social responsibility, as well as continuing to develop the Toro de Osborne brand through licensing in premium categories.

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About Osborne

The Spanish Company Osborne, owner of internationally renowned brands such as Cinco Jotas 100% Iberian Bellota Ham, Montecillo Rioja wine, the brandies Carlos I and Magno, Nordés gin and Anís del Mono, among others, has a clear goal: to select, produce and bring to consumers around the world, the most authentic and prestigious products and brands of food and beverages.

Since being founded in 1772, Osborne has shown a clear commitment to quality, innovation and internationalization. Osborne is now present in more than 50 countries with its various brands.

As well as producing and selling its own brands, Osborne also distributes well-known third-party brands in Spain, such as Santa Teresa Rum, Fever-Tree, Russian Standard Vodka, Zubrowka Vodka, 100 Pipers Whisky and Passport Scotch Whisky.

Furthermore, Osborne is the owner of the mythical image of the Toro de Osborne (Osborne Bull), without doubt one of the most representative symbols of Spain in the world. There are more than 90 huge metal bulls situated strategically along Spain's main motorways and they are internationally renowned as one of the greatest icons in the history of advertising.

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