

OSBORNE INCREASES ITS PROFITS BY 14%

The company has held its annual General Meeting of Shareholders, during which the accounts for 2017 were approved

The company's operating profit was 41.5 million euros, 14% more than the previous financial year

El Puerto de Santa María, 4th June 2018. Osborne has just held its General Meeting of Shareholders, during which the accounts for the 2017 financial year were approved.

In 2017, the company achieved net sales amounting to 233 million euros and an operating profit of 41.5 million euros, these figures representing a respective increase of 8% and 14% in comparison to the previous year.

The company's main milestones in 2017 were:

1. The growth of its own brands in categories that are strategic for the company, namely Iberian products, premium brandy, premium gin and Rioja wine. Osborne's most important brands, Cinco Jotas, Carlos I, Nordés Gin and Montecillo, have seen a growth in terms of profits compared to the 2016 financial year. This offset losses caused by distribution contracts with Monster Energy Drink and Santa Teresa Rum coming to an end.
2. The success of third-party brands, the most important being Brockmans Gin, Passport Scotch Whisky, 100 Pipers Whisky and, most recently, Flor de Caña Rum.
3. The focus on continuous improvement for the route to market, both in terms of the national market (with the support of our own sales network), as well as international markets (where relations with leading distributors have been consolidated).



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4. The consolidation of the generational transition within the Board of Directors, with Ignacio Osborne as Chairman and Fernando Terry as Chair of the Board, as well as the strengthening of the management team with the appointment of Bill Derrenger as Managing Director and the subsequent renewal of the Management Committee.

In the words of Ignacio Osborne, the Chairman of the company, 'profits from 2017 clearly reflect Osborne's focus on its premium brands, as well as on internationalisation and the selective distribution of third-party brands in Spain'.

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, Veterano 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 food and beverage products and brands.

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 Brockmans Gin, Russian Standard Vodka, Zubrowka Vodka, Flor de Caña Rum, 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.

Osborne manages and channels all its corporate social responsibility work through the Osborne Foundation, the mission of which is to foster employment and enterprise amongst young people, as well as overseeing the preservation and dissemination of Osborne's historical heritage.

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