



DESDE 1772

OSBORNE HOLDS ITS ANNUAL GENERAL MEETING AND APPROVES ITS 2018 ACCOUNTS

Over the past financial year, sales from the company's own brands grew by 3%

Shareholders learned first-hand about the main areas of the company's Strategic Plan 2019-2021

El Puerto de Santa María, 10th June 2019. Osborne recently held its Annual General Meeting during which the shareholders approved its accounts for the 2018 financial year and shared the main areas of the Strategic Plan 2019-2021, namely the growth of its own premium brands and its distribution business in Spain, and the consolidation of the organisation based on the pride of its employees, a team spirit, innovation and a focus on results.

In 2018, the company saw net sales of 218 million euros and an operating profit of 36.5 million euros. The main achievements of the company in 2018 were:

1. An increase in turnover generated by its own brands (+3% compared to 2017), with Nordés performing particularly well, becoming the leading gin in Spain in the +€20 segment and gaining ground abroad.
2. The consolidation of Cinco Jotas position as a super-premium brand, with increases in prices in various channels and countries, as well as a strong focus on internationalisation and brand building. Specifically, the signing of an agreement between Spain and China to allow the export of meat on the bone represents a fantastic opportunity which the company will capture over the coming years.
3. The company's focus on Carlos I brandy, the world's leader in the 'solera gran reserva' category thanks to its innovation and wide range of products, which in 2018 involved the launch of varieties aged in Amontillado and Pedro Ximénez barrels as well as the exclusive edition Carlos I 1520 -which bagged the gold medal at the prestigious World Spirits Awards-.

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DESDE 1772

4. The completion of work to improve the Wine Tourism Centre at Bodegas Montecillo, and its re-opening, were testimony to the effort to position Montecillo as a premium brand. Over 2018, Montecillo also received a number of awards and recognitions at the Concours Mondial de Bruxelles, the Decanter World Wine Awards and the International Wine Challenge, amongst others.
5. The strengthening of the competitive positions occupied by traditional brands such as Anís del Mono, Veterano and Magno.
6. The consolidation of the main third-party brands Osborne distributes in Spain, including 100 Pipers Scotch whisky, Passport Scotch whisky and Brockmans gin, as well as the Nicaraguan rum Flor de Caña which was added to the company's portfolio in 2018 and named Rum Producer of the Year at the International Wine & Spirit Competition 2017.
7. The acquisition of a stake in Galician Original Drinks, as a vehicle to accelerate innovation in the spirits category.
8. The promotion of activities by the Osborne Foundation, aimed at fostering training, employability and entrepreneurship amongst young people by way of agreements and partnerships with different organisations such as Fundación Once, Fundación La Caixa and the University of Cadiz, to give just a few examples.

In the words of Ignacio Osborne, the Chairman of Osborne, '2018 was a key year in which we revitalised and strengthened our company, as well as approving a strategic plan which focuses on the growth of our premium brands, innovation and the development of our portfolio'.

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, 1866 and Magno, the gin Nordés, and Anís del Mono, among others, has a clear goal: to select, produce and bring to consumers around the world the most authentic and acclaimed food and beverage products.

Since being founded in 1772, Osborne has constantly been committed to maximum quality, innovation and internationalisation. It is currently present

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OSBORNE

DESDE 1772

through its brands in more than 50 countries. As well as producing and marketing its own brands, the company also distributes leading third-party brands in Spain, including Brockmans gin, Flor de Caña rum, 100 Pipers whisky and Passport Scotch whisky.

Osborne is also the owner of the Toro de Osborne brand, undoubtedly one of the most iconic symbols of Spain in the world.

There are more than 90 enormous metal bulls situated strategically along Spain's main motorways and they are internationally renowned as being one of the greatest projects in the history of advertising.

Osborne manages and channels all its corporate social responsibility initiatives through the Osborne Foundation, which focus on providing young people with employment and entrepreneurship-related opportunities. The Foundation is also responsible for looking after and promoting Osborne's historical heritage.

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