

French SME seeks long-term strategic partnerships worldwide with producers or suppliers capable of providing spirits in bulk, with a minimum of 5,000 litres per beverage category (whisky, rum, liqueurs, cocktails, gin, vodka, cognac, tequila...)

Summary

Profile type

Business request

Company's country

France

POD reference

BRFR20260617007

Profile status

PUBLISHED

Type of partnership

Supplier agreement

Targeted countries

• **All countries**

Contact Person

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Term of validity

23 Jun 2026

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Last update

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General Information

Short summary

A French SME specialising in spirits has direct access to national network of buyers. The SME participates in tenders within the mass retail sector and develops opportunities relating to private labels products for leading retail chains in France. The SME seeks reliable producers or suppliers capable of exporting to France in bulk the alcoholic beverages at competitive prices. Supplier agreements are sought with international providers of bulk spirits to jointly respond to French tenders.

Full description

The French SME specialising in spirits seeks international partners to respond to white-label tenders on the French domestic market, acting as a business broker. With in-depth knowledge of French consumer habits and direct relationships with the private label purchasing departments of major national retail networks, the SME aims to open new commercial channels for its partners and facilitate their access to the French market.

The SME is looking to establish long-term sourcing partnerships with reliable producers abroad capable of supplying bulk spirits, distillates, and alcohol bases that can be further blended, processed, matured, or bottled in France. Supply frequency will vary depending on awarded tenders and prevailing market conditions.

Order volumes may range from 10,000 to 500,000 units per year, with recurring orders placed multiple times annually for established references. Partners should therefore demonstrate the capacity to respond flexibly to varying volume requirements while maintaining consistent quality standards and reliable delivery timelines.

In addition to finished goods supply, the company offers the possibility of structuring bulk liquid agreements as part of its commercial partnerships. Under this model, liquids are supplied in bulk and bottled at the company's own production facility in France. This approach is designed to significantly reduce inbound logistics costs, streamline customs and regulatory compliance, and ensure that finished products fully meet the specifications imposed by retail buyers - including bottle format, fill volumes, and labelling norms. Bottle and closure sourcing is already secured through established supply relationships, and an integrated in-house design studio manages all visual identity and label development.

The French company's role is to identify and capture market opportunities, position relevant products through the tender process, and bring them to market under private label. The selected partners will benefit from a structured and collaborative brokerage approach to access French retail at scale.

Operating its own production and bottling facilities, the company develops and manufactures spirits for the French market, including private label products, retailer-exclusive brands, promotional programs, and tender-based opportunities within the mass retail sector.

Potential partners should demonstrate strong industrial capabilities, consistent product quality, competitive pricing, and proven experience in international trade. Compliance with European regulations, traceability requirements, and recognized quality standards is essential.

Suppliers offering flexible production volumes, customised formulations, blending capabilities, technical support, and comprehensive documentation will be particularly valued.

The objective is to build sustainable and mutually beneficial partnerships that combine sourcing expertise, industrial transformation, and market access to successfully address opportunities in the French retail and private label sectors. The French SME is seeking supplier agreements with partners worldwide.

Advantages and innovations

Added value for foreign producers or suppliers :

- Access to French retail opportunities
- Local market representation
- Bottling and labelling solutions
- Bonded warehouse capabilities
- Customs and regulatory support
- Knowledge of French purchasing groups and distribution channels

Technical specification or expertise sought

Product categories across all retail price segments (entry-level, mid-range and premium), with a minimum production capacity of 5,000 litres per beverage category.

The French SME is actively sourcing partners able to supply the following product categories:

- whisky (French, Scotch, Asian and other origins),
- rum and arranged rum,
- gin,
- vodka,
- anise-based spirits,
- cognac,
- bourbon,
- tequila
- liqueurs (herbal, mint, limoncello, coconut, lychee, etc.),
- cream liqueurs (whisky, rum).
- ready-to-drink cocktails.

The partner should have International Feature Standard (IFS) Food or British Retail Consortium (BRC) certification.

Stage of development

Already on the market

IPR Status

IPR Notes

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

Partner Sought

Expected role of the partner

Type of partner:

International spirits producers or suppliers able to supply bulk spirits with a minimum production capacity of 5,000

litres per beverage category. Companies in the spirits sector (providers or distillers) capable of supplying in bulk the expected products covered by the French tenders (whisky, liqueurs or cream liqueurs, cocktails, rum or flavoured rum, gin, vodka, aniseed-based spirits, cognac, bourbon, tequila, etc.)

Partners sought are producers/suppliers willing to:

- increase export volumes to France,
- beneficiate from available French production capacity,
- access French retail without building a local structure,
- develop white-label or long-term supply agreements.

Role of the partner:

- Ability to manufacture or supply according to precise product specifications,
- Capacity to deliver in bulk on a Delivered Duty Paid (DDP) basis to France,
- IFS Food or BRC certification,
- Ability to provide full technical documentation.

Type of partnership

Supplier agreement

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **SME <=10**
- **Big company**

Dissemination

Technology keywords

Market keywords

- **07003001 - Wine and liquors**
- **07003003 - Soft drinks and bottling plants**

Targeted countries

- **All countries**

Sector groups involved

- **Agri-Food**

Media

Images



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