

Calvados sales increased by 8.7% in 2019

With exports representing nearly 50% of sales in 2019, Calvados enhanced its development on several markets and recorded a significant **global sales increase of 8.7%**. Last year, 5.08 million bottles were sold by the 300 operators united within the three controlled appellations (*Appellations d'Origine Contrôlée*).*

After a low-key 2018, the Normandy brandy boasts particular success on the national scene with a **24% growth in shipments across France**. On the international scale, the trend is slightly downward with a contraction of 3.6%.

Sales distribution on the 3 Calvados major markets:

- ▶ France: 50.5% of the volume
- ▶ European Union (excluding France): 40.3%
- ▶ Americas: 4%

Sales by appellation:

- ▶ Calvados AOC: 71%
- ▶ Calvados Pays d'Auge AOC: 28%
- ▶ Calvados Domfrontais AOC: 1%

Sales by age accounts:

- ▶ Calvados VS (2 or 3 years of aging): 62%
- ▶ Calvados VSOP (4 or 5 years of aging): 23%
- ▶ Calvados XO (6 years and more): 15%

For Didier Bédu, President of the IDAC, *"this powerful comeback can be explained by an increased appetite for traceability and natural processes which are the essence of our products. Calvados is above all a huge orchard of 8000 hectares where 3 million trees coexist, and probably three times more bees! This landscape, this environment, this haven of greenery attracts more and more visitors to our distilleries and enabled a historic summer season in Normandy."*

The global appetite for French know-how and products today allows Calvados to be exported to more than 80 countries throughout the world. And to perpetuate this craze, the Calvados producers are launching this year *Calvados Stories*, an event that will bring bartenders from around the world together in Normandy.

Pommeau sales also increased in 2019

With a growth in shipments of **4.7%**, **690,000 bottles of Pommeau** were sold in 2019 (95% on the national market). 540,000 bottles of Pommeau de Normandie (+ 3%) and 150,000 bottles of Pommeau de Bretagne (+ 12%) were sold last year.

* 14 248 hectolitres of pure alcohol sold in France and worldwide.

About the IDAC (idac-aoc.fr/en):

The interprofessional association of cider-based controlled appellations (IDAC) is the business-to-business representative in the cider-based controlled appellations sector. It brings together the three controlled appellations of Calvados (Calvados AOC, Calvados Pays d'Auge AOC, Calvados Domfrontais AOC), the three controlled appellations of Pommeau (Pommeau de Normandie AOC, Pommeau de Bretagne AOC and Pommeau du Maine AOC) as well as four ciders and perries protected designations of origin (Pays d'Auge cider PDO, Cotentin cider PDO, Cornouaille cider PDO and Domfront perry PDO).

More information about IDAC's missions > <https://bit.ly/2x9ZZnt>

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