

FOOD AND BEVERAGE

Rmy Cointreau CEO steps down amid strong growth

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Rmy Cointreau's CEO is exiting the company. Image courtesy of Rmy Martin

By STAFF REPORTS

Spirits group Rmy Cointreau's CEO Valrie Chapoulaud-Floquet is stepping down at the end of this year.

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Citing personal reasons for her exit, Ms. Chapoulaud-Floquet will remain in the position until the group names a successor. This expected change in leadership follows Rmy Cointreau's record 2018-19 fiscal year, which saw the group's operating profit rise 14.2 percent.

"It is with great emotion that I will leave the Rmy Cointreau Group at the end of the year, once the torch passed to my successor," Ms. Chapoulaud-Floquet said in a statement. "I am serene, as the group's results, foundations, teams and strategic vision allow it to envisage the future with optimism, ambition and success."

CEO shift

Under Ms. Chapoulaud-Floquet's leadership, Rmy Cointreau met its financial targets for 2019-20 a year early. The group's sales were up 7.9 percent during the fiscal year ended March 31, totaling 1.2 billion euros, or \$1.36 billion at current exchange.

Rmy Cointreau's cognac label Rmy Martin's sales were up 11.9 percent, with strong performance in Asia Pacific.

The group has been aiming to become the leader in high-end spirits priced at more than \$50. It is been focusing on a strategy that aims to have 60 to 65 percent of its turnover generated by spirits at this price point or higher.



Louis XIII boutique in Beijing SKP. Image courtesy of Louis XIII

One of the key luxury brands for the group is Louis XIII de Rmy Martin. In 2016, the label created a space for consumers to explore its history and experience its cognac with the opening of its first boutique.

Housed in the upscale Beijing SKP mall, Louis XIII's storefront is seen as an opportunity to meet clients face-to-face, offering them bespoke services and experiences that go beyond cognac. Even with many luxury brands moving online, marketers are still finding value in the traditional bricks-and-mortar store ([see story](#)).

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