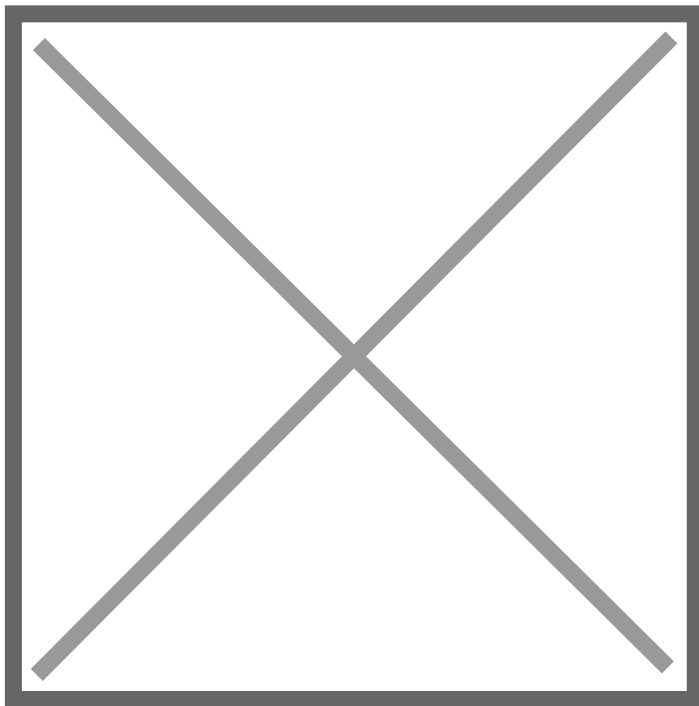


La Maison du Whisky appoints distributor for Maison Ferrand in Singapore

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La Maison du Whisky Asia-Pacific will take over as the exclusive distributor of Maison Ferrand in Singapore, ensuring continued availability following the closure of Proof & Company of its acclaimed portfolio – Planteray Rum, Citadelle Gin, and Ferrand Cognac – for trade and consumers starting 14 August 2025.

This transition builds on a long-standing relationship: LMDW has represented Maison Ferrand in France for years, and now extends that collaboration to Singapore. Both houses share

a philosophy rooted in craft and education, with a commitment to building brands for the long term and creating experiences that matter.

"Our collaboration with Maison Ferrand began in Paris, so extending that partnership to Singapore is a natural step," said Diego Araud, Managing Director, LMDW APAC. "We share the same belief in championing spirits through knowledge, advocacy, and authenticity – values that resonate strongly with the region's bar community."

Maison Ferrand's portfolio brings more than heritage; it brings ideas that work behind the bar. From bartender staples like Dry Curaçao to modern icons such as Planteray Stiggins' Fancy Pineapple, these are spirits designed for flavour and function. Innovations like ecoPOUCH – a 2.8L format replacing four bottles while reducing carbon emissions by around 80 per cent – show how sustainability can be practical, cutting waste and streamlining service without compromising quality.

"We are thrilled to begin this new chapter with La Maison du Whisky as our official distributor in Singapore," shared Maylis Berger, APAC Manager, Maison Ferrand. "Their deep understanding of the market and commitment to craft make them the ideal partner to grow our brands in the region. Exciting times ahead."