

About the company LES BIENHEUREUX

Since 2015, LES BIENHEUREUX has been creating a stir in the spirits market through **innovation in the name of excellence.**

In concrete terms, our research and development team works with **black glasses** and does not finalise a product until it goes out blind in front of the segment leaders. This exacting method is what enabled us to create **BELLEVOYE** whisky which has become the leading French whisky in terms of turnover, as well as the premium rum **EL PASADOR DE ORO**, the sector's top prize-winning brand. Spurred on by these initial successes, the company is now investing 10% of its turnover in research and development to keep up the momentum.

Founded on ethical and aesthetic values, fully taxed in France and not benefiting from any subsidies, the young company prides itself on hiring only on permanent contracts with a minimum salary of two thousand euros net, while treating its suppliers like its customers. Its average annual growth rate of +86% over the last five years has allowed it to purchase its own brewery and distillery in Charente.

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