



Friday, 22 October 2021 : For immediate release

**RUGBY EUROPE & CORDIER by INVIVO
TOAST
THE RUGBY EUROPE SUPER CUP**
*Cordier by InVivo becomes the Official Supplier
of the new European Club competition*



Rugby Europe, the regional governing body for rugby in Europe and **Cordier by InVivo**, have announced today their partnership as an Official Supplier of the Rugby Europe Super Cup, the first ever club competition for emerging rugby unions in Europe, launched in September 2021.

The wine subsidiary of the 1st French cooperative group InVivo drives over the line for a new try, by committing to the new European club competition to promote their brand in the different countries and markets involved in the competition (Belgium, Georgia, Israel, Netherlands, Portugal, Russia and Spain).

For each of the matches played in the Rugby Europe Super Cup, **Cordier by InVivo** will invite its VIP network of guests to discover its products.

Cordier by InVivo will also be the “Official Beverage” of the Rugby Europe Super Cup Trophy ceremony.

The partnership will start during the third round of the **Rugby Europe Super Cup 21/22**, held on October 23rd in Russia, Netherlands and Belgium. (Full match-programme: <https://www.rugbyeurope.eu/rugby-europe-super-cup-competition/rugby-europe-super-cup-2021/>)

Cordier by InVivo joins the existing Rugby Europe Super Cup partners: Erreà Sport, Official Apparel Supplier and Rhino, Official Ball.

Philippe Leveau, CEO of **Cordier by InVivo**, declared: "Since April, **Cordier by InVivo** has joined the top three French wine stakeholders/companies/groups, but also the world of rugby at local, national and worldwide levels. Our ambition is to become a key supplier into the world of “Oval ball”. It is an evidence and a pride considering the values we share." declared Philippe Leveau, a keen rugby supporter.



Official Partner



Official Suppliers



CORDIER
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Florent Marty, CEO of Rugby Europe, commented about the partnership: "We are delighted to welcome **Cordier by InVivo** as our new official supplier. This global group with French roots fits perfectly with the rugby values of friendship and camaraderie and Rugby Europe's ambition to develop Rugby Europe Super Cup. The "third half" in rugby is not only a very enjoyable moment for sharing between fans and players alike, but also a very efficient business development driver. "

Rugby Europe is the regional governing body affiliated to World Rugby responsible for the promotion, development, administration and management of international competitions for the 46 member unions across Europe. The association organizes over 80 international games and 20 rugby tournaments each year, among which Men's fifteen-a-side European Championships (Championship, Trophy, Conference 1 & 2, Development), U20 and U18 European Championships and all the 7s Men and Women European competitions, World Cup and Olympics Qualifiers.

About Cordier by InVivo

Created in June 2015, Cordier by InVivo is a subsidiary of the French national union of agricultural cooperatives, InVivo. Cordier by InVivo works to build strong international brands based on a 25,000-hectare wine base divided between Bordeaux, the South-West, Languedoc, Roussillon, the Rhone Valley and Beaujolais. It is a vertically integrated global player with 9 partner cooperative wineries (3,600 winegrowers), distribution companies in high-consumption countries (France, United Kingdom, Netherlands, Switzerland, Belgium, Asia, North America, South Africa) and its own bottling sites. As a producer, marketer and distributor, Cordier by InVivo's raison d'être is to generate sustainable value by creating drinks that inspire and delight current and future generations.

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