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**CORDIER BY INVIVO EXPANDS ITS FIELD OF PLAY  
TO FOOTBALL  
BY BECOMING THE OFFICIAL SUPPLIER  
OF AS MONACO UNTIL 2025**

**It's official, Cordier by Invivo has become an official supplier of AS Monaco for the next two seasons. The wine and spirits subsidiary of the InVivo cooperative group will provide in exclusivity hospitality services for AS Monaco**

**HATS OFF TO CORDIER BY INVIVO**

By becoming an official supplier to AS Monaco for the next two seasons, the Cordier by InVivo group is leading the way; it will exclusively supply the hospitality areas of the Principality club. The group's brands will be systematically referenced in the various VIP areas:

- Pub Rouge & Blanc by Cordier
- Salon Honneur
- Loges of Legends
- Roche Bobois Lounge
- Private boxes

None of the products will be left on the sidelines, as the listing will cover red, white and rosé wines, as well as Dival Cotel champagne produced by Cordier.

AS Monaco's Rouge & Blanc Pub will be renamed "Pub Rouge & Blanc by Cordier" for the occasion.

A 30-second video spot will also be broadcast in all the VIP lounges at the Stade Louis-II to highlight the partnership during Monaco's Ligue 1 matches.

### **ANIMATIONS BY CORDIER**

The partnership also includes numerous events throughout the season:

- 3 times a season, customers will have the chance to taste fine wines at a MESTREZAT Grands Crus event in the Salon Honneur
- 1 Showroom afterwork event at the Performance Centre



### **ALL THAT'S LEFT TO DO IS BLOW THE WHISTLE TO START THE FESTIVITIES!**

#### **About Cordier by InVivo**

Cordier - Committed today, creative for tomorrow

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 drawing on a 28,000-hectare winegrowing base spread across Bordeaux, the South West, Languedoc, Roussillon, the Rhône Valley and Beaujolais. It is a vertically integrated global player, with 9 partner cooperative wineries (3,800 winegrowers), distribution companies based in countries with high consumption (France, UK, Netherlands, Switzerland, Belgium, Asia, North America, South Africa) and its own bottling plants. As a producer, marketer and distributor, Cordier by InVivo's raison d'être is to generate responsible value by creating beverages that inspire and delight the generations of today and tomorrow.

#### **About AS Monaco**

AS Monaco is a historic club of the French Championship, founded in 1924. With eight Ligue 1 titles, ten national cups and two European Cup finals (Champions League 2004, European Cup winners cup 1992), AS Monaco has one of the most impressive records in French football and a strong heritage. The famous diagonal jersey created by Princess Grace, the Louis-II Stadium built on the Mediterranean Sea, the tradition of beautiful play and the nurturing of young talents (five French World Champions - T. Henry, D. Trezeguet, E. Petit, L. Thuram and K. Mbappé - are from the Academy) are the markers of a club with a unique situation, focused on excellence. AS Monaco, like the Principality of which it is an ambassador, is known throughout the world and enjoys a strong international reputation, notably supported by a large community of more than 22 million fans on social networks. More information : [www.asmonaco.com](http://www.asmonaco.com)

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