

Beat: Business

## MORAND Distillery Since 1889 Producing EAUX-DE-VIE

**JULIEN MORAND Marketing & Brand s Rep.**

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**USPA NEWS** - Martigny is famous for its Gastronomy which is celebrated at many outstanding Restaurants and Guesthouses. And in the past famous figures, such as Rousseau, Goethe, Stendhal and Liszt, already succumbed to the delights of the region's culinary delights....

Martigny is famous for its Gastronomy which is celebrated at many outstanding Restaurants and Guesthouses. And in the past famous figures, such as Rousseau, Goethe, Stendhal and Liszt, already succumbed to the delights of the region's culinary delights.... This is where the MORAND Distillery is located. Since 1889, Four generations in succession have carried on the know-how that ensures the quality that distinguishes the Morand Eaux-de-vie and products including the Brandies made from Valais Williams Pears AOP and Valais Abricotine AOP, as well as Liqueurs and Syrups.

What makes this specific Distillery interesting is the Two Secrets claimed to be the Drive of a so long Family History :

- \* The incomparable flavour that the soil and climate of the Rhône Upper Valley infuses to the Williams Pears and Luizet Apricots.
- \* The meticulous care taken in working with these outstanding raw materials. In the choice of fruits, which are harvested ripe and sorted by hand. The care taken in a highly precise distillation process that is controlled down to the degree.

All started with Louis MORAND founding the Morand Distillery and creating the Grand-St-Bernard, a Liqueur made from the plants and honey of the Alps. So, he starts to distil an Absinthe that quickly wins him acclaim; also creating Syrups and Lemonades.... André MORAND, Louis' son, takes over the Family business in 1921 and drawing from the extraordinary quality of the Valais Williams Pears, he creates an Eau-de-vie giving it its own brand 'The Williamine'. Louis MORAND succeeds his father André. Under his leadership, the Williamine becomes the gold standard for Pear Eau-de-vie worldwide....

Nowadays, the Fourth Generation of Morands continue to be heavily involved in the business. Olivier Vocat and Jean-Pierre Morand are Chairman of the Board and Managing Director. Bruno Vocat oversees the fruit production and orchards, while Julien Morand heads the company's marketing and brand representation.... The Company modernized the production and created new products : 'DOUCE de' and 'CÂ'UR', and new-look plant-based spirits : 'HIERBA' and 'GERVIN'.

The 'sWiss cocktails' and 'sWiss rock' Brands express the ways in which Eaux-de-vie are consumed today (cocktails and products related to coffee). The range of 'Bons Sirops Morand' is heavily expanded and becomes a cornerstone of the Brand. The Saint Bernard Aromatic Herbs and Infusions are opening the business up to new product categories while remaining firmly rooted in the terroir of the Valais and the Alps.

Source : Guided Tour with Julien MORAND, CEO at MORAND Distillery (Martigny) on Monday May 8, 2017

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