

Pernod Ricard (Cambodge) Co., Ltd. has been appointed by **Chivas Brothers International Limited, Martell Mumm Perrier Jouet, and The Absolut Company AB**, to be its sole exclusive distributor in Cambodia and is holder of the exclusive distribution licence.

Edenbridge Asia Partners Ltd as the official representative of the brand owners: CHIVAS, G.H.MUMM and KAHLUA proudly announce the issuance of exclusive distribution licensed by the Royal Government of Cambodia.

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The story of Chivas Regal is one of triumphing through adversity, no matter how many times it changed hands or however many world wars threw a spanner in the works – like only a handful of early 20th century blends, it survived. The journey that brothers John and James Chivas embarked upon back in the day doesn't have a final destination. We are still on the journey today. Humble beginnings, but a landscape full of character and possibilities.

- ❖ Founded by two brothers, James and John Chivas
- ❖ The brothers pioneered the art of blending whisky
- ❖ Awarded a Royal Warrant by Queen Victoria
- ❖ World's first luxury whisky in 1909
- ❖ Today Chivas Regal is a global brand sold in over 150 countries



In the early years of the 19th century, Peter Arnold Mumm's three sons, Gottlieb, Jacobus and Philipp, recognised the sales potential of the outstanding sparkling wines produced in the Champagne region of France.

As Germany and France enjoyed good relations at the time, the Mumm brothers made the bold decision to establish a new branch of the family company in the Champagne region, creating a branch office in Reims with the assistance of a local representative, G Heuser.

From the outset, quality was the key watchword for the partners in this new entity formed in 1827, and it has remained so for all of their successors.

This approach would be encapsulated in the motto penned by Georges Hermann Mumm: "Only the best".



The story of Kahlúa begins in 1936 when Senor Blanco, Montalvo Lara and the Alvarez brothers came together to create something unique. Kahlúa is crafted from the finest ingredients that grow side by side in rural Veracruz, Mexico. The word Kahlúa has ties to ancient times.

The hero ingredient in many cult cocktails and drinks – the White Russian, Espresso Martini and Mind Eraser, to name but a few – Kahlúa Original Coffee Liqueur will turn an average evening into a fun and different social highlight.