

PRESS RELEASE

Warsaw, 2025, December 16<sup>th</sup>

## Change in the Position of CEO at Wyborowa Pernod Ricard and Pernod Ricard Central & Eastern Europe

**Starting January 1, 2026, the position of CEO of Wyborowa Pernod Ricard and Pernod Ricard Central & Eastern Europe will be taken over by Nicolas Krantz – currently CEO of Corby Spirit and Wine Limited. He will assume leadership of the CEE region, continuing the strategy of strengthening Pernod Ricard Group’s position in Central and Eastern Europe. He will replace Fabrice Audan, who, after 40 years of professional experience — including 35 years with the Pernod Ricard Group and over 7 years in Poland — will retire from the group.**

**Fabrice Audan** will conclude his tenure as CEO of Wyborowa Pernod Ricard and Pernod Ricard Central & Eastern Europe at the end of 2025, marking the culmination of more than 35 years with the Pernod Ricard Group, including over seven years in Poland. Throughout his career, Fabrice has held numerous strategic positions in management and finance across the Group’s global, regional, and local structures in France, Australia, Japan, Sweden, and Poland. As a leader, he has played a pivotal role in shaping the Group’s vision and strategy in Central and Eastern Europe, successfully driving growth, significantly accelerating the development of the Group’s strategic brands, strengthening its market position, and laying a solid foundation for the continued expansion of Pernod Ricard brands in the region.

**Nicolas Krantz** brings over 25 years of experience within the Pernod Ricard Group. Throughout his career, he has held a number of strategic positions across Europe, Australia, and Canada. From 2020 to 2025, he served as CEO of Corby Spirit and Wine Limited (Pernod Ricard’s Canadian subsidiary). During his five-year tenure, he successfully guided Corby through the challenges of the pandemic, strengthened the company’s portfolio strategy, and accelerated growth in the rapidly expanding RTD (ready-to-drink) category through strategic acquisitions. Under his leadership, Corby expanded its brand portfolio, gained market share, and fostered a more agile, collaborative, and consumer-focused organization.

- *As a key part of the Pernod Ricard Group, Central and Eastern Europe presents significant opportunities for continued development. I’d like to thank Fabrice for the foundation he has created in setting the region on a clear trajectory, and I look forward to collaborating with our teams to build on that progress, strengthen our brands, and shape the next stage of growth - says **Nicolas Krantz**.*

Previously, Krantz also served as CEO of Pernod Ricard Winemakers Spain and CFO of Pernod Ricard EMEA & LATAM.

Nicolas Krantz’s appointment as CEO of Wyborowa Pernod Ricard and Pernod Ricard Central & Eastern Europe marks the continuation of the Group’s strategy to strengthen its position in the CEE region, one of the key growth areas for Pernod Ricard.

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