

# Beam Suntory Inc.'s Acquisition of On The Rocks Premium Cocktails

SEPTEMBER 1, 2020

Winston & Strawn LLP represented Beam Suntory Inc., a global leader in premium spirits based in Illinois, in its acquisition of On The Rocks Premium Cocktails, a rapidly growing premium ready-to-drink cocktail brand distributed primarily in the United States and Canada. Beam Suntory previously owned a minority interest in On The Rocks, which features Beam Suntory's brands in its range of premium spirits-based pre-mixed cocktails. Among the brand's signature cocktail products are the Knob Creek® Old Fashioned, Hornitos® Margarita, EFFEN® Cosmopolitan, and Cruzan® Mai Tai. Located in Texas, On The Rocks Cocktails was founded in 2015 when restaurateurs Patrick Halbert and Rocco Milano, left the world of fine dining and embarked upon creating a line of craft-made bottled cocktails.

1 Min Read

## Related Capabilities

Transactions

## Related Professionals

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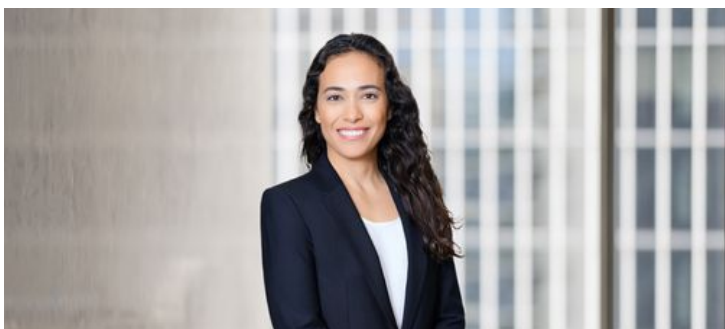
Andrew Betaque



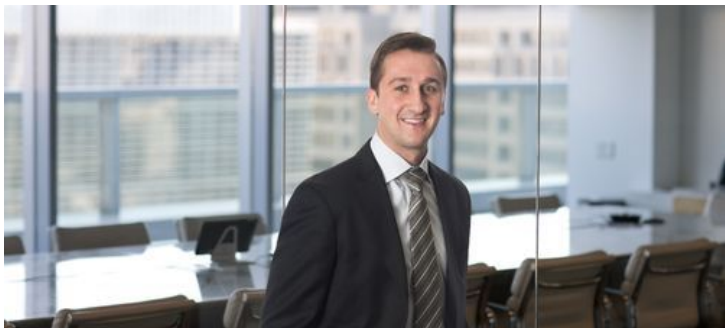
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