

Represented Suntory Global Spirits in its Sale of the Courvoisier Cognac Brand and Related Assets to Campari Group

APRIL 29, 2024

Winston represented Suntory Global Spirits (f/k/a as Beam Suntory), a world leader in spirits, in its US\$1.2B sale of the Courvoisier cognac brand and related assets to Campari Group. Campari Group has assumed full ownership of Courvoisier, including properties and operations in Jarnac, France, intellectual property, maturing inventory, and case finished goods, and will distill, age, and bottle Courvoisier. The transaction will allow Suntory Global Spirits to focus its portfolio on core areas of strength as they accelerate their global growth ambitions.

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