

Crown Imports LLC in Alcoholic Drinks (USA)

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Abstracts

The company faced a period of uncertainty at the end of 2012 regarding its future in the midst of A-B InBev and Constellation Brands' merger discussions. Eventually, in February 2013, all parties reached an agreement, giving Crown Imports independence of supply and rights in perpetuity to the Modelo brands distributed by Crown in the US, with Constellation Brands being its 100% owner. In the coming years, the company will most likely continue its focus on its premium Mexican beer (Modelo...

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