

# Les Celliers de Meknes in Alcoholic Drinks (Morocco)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L318DD7C8ADEN

## Abstracts

While Les Celliers de Meknes will continue working to strengthen its competitive position in Moroccan alcoholic drinks over the forecast period, it will also seek to expand its international presence by investing in the French company B elvedere. It acquired a 13% stake in B elvedere via its holding company Diana Holding in October 2015. Diana Holding owns a further 13% of B elvedere. B elvedere owns the Sobieski vodka brand, the William Peel whisky brand and the liqueurs brands Berger Pastis and Ma...

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