

Les Celliers de Meknes in Alcoholic Drinks (Morocco)

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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 lv d re. It acquired a 13% stake in B lv d re via its holding company Diana Holding in October 2015. Diana Holding owns a further 13% of B lv d re. B lv d re owns the Sobieski vodka brand, the William Peel whisky brand and the liqueurs brands Berger Pastis and Ma...

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