

Pernod Ricard Mexico in Alcoholic Drinks (Mexico)

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Abstracts

Pernod Ricard's strategy is focused on remaining one of the leading players in spirits in Mexico. As a result, the company announced the sale of its Domecq wine business in December 2016. It also announced its focus on strengthening the presence of its global brands, such as Absolut vodka and Chivas Regal whisky.

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