

Pernod Ricard México SA de CV in Alcoholic Drinks (Mexico)

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Abstracts

The goal of Pernod Ricard is being one of the leading companies in wine and spirits sales in Mexico and becoming sometime in the future the number one company in the category. Pernod Ricard's strategy includes buying leading and successful brands to make them part of its own successful portfolio, and examples of this are Absolut and Wyborowa vodka. Additionally, due to the focused strategy on spirits and wine sales, at the end of December 2014, Pernod Ricard announced the sale of its Caribe...

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