

Ricard SA in Alcoholic Drinks (France)

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Abstracts

2016 was surprisingly not a disappointing year in France for the GBO Pernod Ricard Groupe. Admittedly, its Ricard subsidiary lost ground officially due to the technical effects of anticipating shipments over 2015/2016. In addition, as France had already dropped to fourth position just behind India in 2015, the activities of its Pernod and Ricard subsidiaries had to become more tactical in its core country. In the context of a price war and waning profitability, Pernod Ricard Groupe announced in...

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