



COMMUNIQUÉ

AUGUST DEBOUZY ADVISES CAMPARI IN CONNECTION WITH THE ACQUISITION OF FRENCH RUMS TROIS RIVIÈRES AND LA MAUNY



Private Equity M&A | 12/09/19 | Jérôme Brosset François Richard

August Debouzy advised Campari in connection with the acquisition of the French rum brands Trois Rivières and La Mauny for an enterprise value of EUR 60 million.

The transaction, which also includes the Duquesne brand, is expected to be completed in the fourth quarter of this year.

With this acquisition, the Italian group will add prestigious agricultural rum brands to its offering and enhance its exposure to rum, a category that is currently moving upmarket.

The Italian group owns more than 50 brands, including Aperol aperitif, Skyy vodka and Glen Grant whisky.

Legal advisors:

On the buyer's side: August Debouzy advised Campari with a team composed of Jérôme Brosset (partner), Gwendoline Hong Tuan Ha (associate) and François Richard (associate)
