

Beam Suntory completes its ABV Brands acquisition

Beam Suntory has completed its acquisition of ABV Brands after it acquired the remaining 50% shareholding from the company's founders: Ross Calow, Daniel Hawkins, and Igor Boyadjian. As a result of this acquisition, Beam Suntory assumes full ownership of its route-to-market in South Africa and the existing ABV Brands team will be integrated into Beam Suntory.

ABV Brands was founded in 2010 and has been Beam Suntory's distribution partner in South Africa ever since.

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