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Diageo completes acquisition of super-premium tequila Casamigos

Diageo today announces that it has completed the acquisition of Casamigos, the fastest growing super-premium tequila brand in the US. This is an exciting opportunity for Diageo to strengthen its participation in the fast growing tequila category. “We are excited to work alongside the founders Rande Gerber, George Clooney, and Mike Meldman as we continue to grow the brand” said Deirdre Mahlan, President, Diageo North America. The acquisition was announced on 21 June 2017.

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan’s and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo’s global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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