



CONSTELLATION BRANDS PART ACQUIRES THE REAL MCCOY RUM

Constellation Brands has acquired a minority stake in rum brand The Real McCoy. It will handle distribution of the brand throughout the US and assist with marketing and operations.

The Real McCoy, a copper pot-distilled, American bourbon barrel-aged rum, will continue to be managed by CEO, Bailey Pryor, and all distribution partners outside the US will remain the same. There will be no changes in the senior executive team with vice presidents Mac Jones, Abbi Miller and Linda Lofstrom focusing more on key account management and expansion into new states.