Pernod Ricard

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Pernod Ricard
Sale of cider activities confirmed

Paris, December 4, 2002 – Pernod Ricard today confirmed the sale of its cider subsidiary CSR to Cidreries du Calvados La Fermiere (CCLF). The CSR subsidiary groups together all of the Pernod Ricard cider activities, including the Loïc Raison brand. The transaction will create a major force in the French cider sector.

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