

Amber Beverage acquires 100% of Australian distributor

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European firm Amber Beverage Group (ABG) has acquired 100% of Think Spirits, Australia's leading family spirits distribution business, which has, despite the challenges of Covid-19, recorded impressive results during 2020.

Having first acquired a majority stake of 90% in Think Spirits in 2018, ABG has taken over full ownership of the company as part of its strategy to become a multinational beverage company. Think Spirits Founder, Patrick Borg, and his team will remain in the business and no operational changes are expected.

Seymour Ferreira, CEO at Amber Beverage Group says: "This acquisition is important strategically for ABG as part of our ambition to become a truly global beverage company. The team at Think Spirits has done an excellent job steering the business through recent challenging times in the region. With China and parts of Asia opening up, we see great potential for our business and Australia is a country which is leading the way out of the crisis. What we are seeing in China and Australia is an indicator of what will happen in the rest of the world with retail re-opening, wholesalers and the on-premise coming back to business and Think Spirits is well positioned to help us expand into these exciting markets."