

Pernod Ricard Eyes Merger with Brown-Forman

10 April 2026 | News

Pernod Ricard clarified that discussions are ongoing and there is no certainty that an agreement will be reached



Pernod Ricard

Créateurs de convivialité

Pernod Ricard clarified that discussions are ongoing and there is no certainty that an agreement will be reached

Global spirits major Pernod Ricard has confirmed that it is in discussions with Brown-Forman regarding a potential business combination, following recent media speculation.

If the deal materialises, the proposed partnership is expected to resemble a merger of equals, combining the strengths, expertise, and heritage of both companies while creating long-term value for shareholders. The combined entity would emerge as a global leader in the spirits industry, benefiting from enhanced scale, a diversified and powerful brand portfolio, and a well-balanced geographic presence.

The potential combination would bring together Brown-Forman's iconic brands, including Jack Daniel's, with Pernod Ricard's extensive global distribution network and strong exposure to high-growth markets. The companies highlighted that significant operational synergies could be realised through this alignment, further strengthening competitiveness in an evolving global spirits landscape.

Both companies also emphasised the legacy and influence of their founding families, noting that the contemplated partnership would be anchored by two iconic family-driven businesses.

However, Pernod Ricard clarified that discussions are ongoing and there is no certainty that an agreement will be reached. The company added that it does not intend to provide further updates until either a definitive agreement is finalised or talks are discontinued.

The development, if concluded, could mark one of the most significant consolidations in the global spirits sector, reshaping competitive dynamics and accelerating growth opportunities across key international markets.