

Distell consolidates portfolio with Publicis appointment

Distell has concluded the second phase of its efforts to consolidate its agency portfolio by appointing Publicis.

The advertising and public relations company will manage some of Distell's most well-known brands, which include Bernini, Extreme, Count Pushkin, Gordon's Gin, J.C Le Roux, Klipdrift, Olof Bergh, Richelieu, and Three Ships.

The appointment of Publicis is subject to the parties entering into a final agreement, which should be concluded in the next few weeks. A formal process of handing over the brands and on-boarding Publicis will follow during the coming months.

For more, visit: <https://www.bizcommunity.com>