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ABD Strengthens portfolio with Fullarton Brands acquisition

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By **Shraddha Warde** | February 6, 2025



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Aldeia Rum

Allied Blenders and Distillers Limited (ABD), India’s 3rd largest spirits company, completed the strategic acquisition of all the brands and other Intellectual Property Rights from Fullarton Distilleries Private Limited. This acquisition further augments ABD’s foothold in the super-premium spirits segment and highlights its ongoing commitment to leadership in innovation within the Indian craft spirits industry.

The acquisition includes a distinguished portfolio featuring brands such as Woodburns Contemporary Indian Whisky, Pumori Small Batch Gin, and Segredo Aldeia Rum. By bringing these award-winning craft spirits into its fold, ABD is strategically positioning itself to meet the evolving demands of India’s super-premium and luxury spirits consumers.

Woodburns currently operates in six states and union territories, with expansion plans underway for other major markets. Pumori and Segredo Aldeia have established a strong on-trade presence in key markets such as Maharashtra and Goa. The acquisition of these recognized brands, combined with ABD's operational scale, creates a synergistic opportunity for growth and market dominance within the super-premium spirits category.

Read online: https://nuffoodsspectrum.in/news/15/22006/abd-strengthens-portfolio-with-fullarton-brands-acquisition.html
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