Pernod Ricard Enters The Sri Lankan Market

France’s no 1 liquor company and also one of the world’s leading wines and spirits companies. Pernod Ricard has joined hands with Distilleries Company of Sri Lanka (DCSL) to market a range of quality wines and spirits locally.

The two companies combine their local and global strengths to launch Periceyl (Pvt) Ltd a joint venture company between Groupe Pernod Ricard and DCSL.

The increasingly high standard of living in Sri Lanka and the improved economic conditions have been imperative in their joint venture.

The anise brand Ricard is the 3rd largest drink in the world sell ing over 88 million bottles. This equates to 4.5 billion glasses of Ricard enjoyed annually all over the world.

In Sri Lanka Periceyl launches a selective range of quality liquor of international standard. The range will be bottled locally using imported spirits. The bottles and closures are imported and are tamper proof and will come in packing designed to meet international standards.

Periceyl will market their range at a more affordable price than that of imported liquor in the local market. Plans are underway to make their products available at duty-free shops too.