

CASE STUDY

Campari



GRUPPO
CAMPARI

CAROLANS.
IRISH CREAM

Frangelico.
LIQUEUR

IRISH MIST

Brief

In 2010, Campari acquired Carolans, the world's second best-selling Irish cream liqueur; Frangelico, a leading specialty premium liqueur and Irish Mist, a leading Irish whiskey based liqueur. The acquisition was from William Grant & Sons giving an enterprise value of €128 million.

Approach

Intangible Business advised Campari on fair values of the assets, principally brands, and quantified goodwill on the acquisition.

Benefit

Intangible Business worked closely with Campari management and auditors to help provide and support high quality and informative financial reporting by Campari in connection with this acquisition which complied with International Financial Accounting Standards (IFRS 3).



INTANGIBLE
BUSINESS

Service
IFRS 3 valuation

Territory
Worldwide

Sector
Alcoholic beverages

Intangible Business Limited