



Becle, S.A.B. de C.V. announces the retirement of Mr. Gordon Dron

Mexico City, Mexico, July 8th, 2024 / -- BECLE, S.A.B. de C.V. (“Cuervo”, “Becle” or the “Company”) (BMV: CUERVO) announces that Mr. Gordon Dron has decided to retire as Managing Director of Europe, Middle East and Asia Pacific, effective as of July 31st.

His 9-year tenure has been instrumental to the strong business growth delivered throughout this period. Becle thanks Mr. Dron for the services rendered, wishing him the best in his retirement.

As of this matter, the Company announces that Mr. Shane Hoyne will succeed Mr. Dron as Managing Director of the EMEA & APAC regions. Mr. Hoyne’s extensive background in the industry, honed through notable positions at Heineken, William Grant & Sons, Bacardi, Quintessential Brands, and Altos Planos, positions him as a strategic leader poised to drive growth and innovation in our key markets.

As part of a planned succession process, Mr. Hoyne will work alongside Mr. Dron for an extended period to ensure a smooth leadership transition and maintain strong performance in the RoW region, in alignment with the company’s long-term vision and goals.

About Becle

Becle is a globally renowned company in the spirits industry and the world’s largest producer of tequila. Its extraordinary portfolio of over 30 spirits brands, some of them owned, some of them agency brands distributed only in Mexico, has been developed throughout the years to participate in key categories with high growth potential, serving the world’s most important alcoholic beverage markets and delivering on key consumer preferences and tendencies.

Becle’s portfolio strength is based on the profound legacy of its iconic internally developed brands such as Jose Cuervo®, combined with complementary acquisitions such as Three Olives®, Hangar 1®, Stranahan’s®, Bushmills®, Pendleton®, Boodles® and Proper No. Twelve®, as well as a relentless focus on innovation that over the years has created renowned brands such as 1800®, Maestro Doble®, Centenario®, Kraken®, Jose Cuervo® Margaritas and B:oost®. Becle’s brands are sold and distributed in more than 85 countries.

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