

Casa Redondo strengthens partnership with Mack & Schühle as exclusive distributor of Sheridan's in Germany



Lousã, Portugal – February 2026 – Following the acquisition of Sheridan's from Diageo, **Casa Redondo has strengthened its partnership with Mack & Schühle through the appointment of the group as exclusive distributor of the iconic liqueur in Germany.** The move marks Casa Redondo's second international brand acquisition in two years, following the purchase of Safari in 2024.

The decision builds on a well-established and successful collaboration between the two companies, initiated in March 2025 with the distribution of Licor Beirão and Safari in the German market. Since then, the partnership has delivered strong commercial results, including national off-trade distribution through the REWE Group, alongside high-impact brand activations such as a spotlight presence at the Hamburg Film Festival.

Recognized for its iconic dual-chamber bottle, Sheridan's brings together two complementary liqueurs: a coffee and chocolate liqueur infused with Irish whiskey and a smooth vanilla cream, poured simultaneously. With distribution in more than 50 countries and a strong footprint across Europe and Global Travel Retail, the brand's expansion in Germany represents a key pillar of Casa Redondo's long-term international strategy.

Founded in 1939, Mack & Schühle is one of Germany's leading wine and spirits distributors, with a strong nationwide sales structure across both on-trade and off-trade channels. The family-owned group is widely recognized for its ability to build sustainable value for premium international brands, closely aligning with Casa Redondo's ambitions for Sheridan's in the German market.

Commenting on the expanded partnership, **Daniel Redondo, CEO of Casa Redondo**, said:

"Our collaboration with Mack & Schühle has already demonstrated its strength through the successful development of Licor Beirão and Safari in Germany. Extending this partnership to Sheridan's reflects our confidence in their market expertise and their ability to support the brand's long-term growth in this key market."

This appointment further reinforces Casa Redondo's ambition to build a global portfolio of premium spirits, driven by consistent international expansion and long-term partnerships with leading distributors in priority markets.

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About Casa Redondo

Founded by José Carranca Redondo - with roots tracing back to the creation of Licor Beirão in 1929 - Casa Redondo is a Portuguese family-owned company that combines tradition, quality and innovation in the spirits sector.

Licor Beirão is the leading spirit and best-selling liqueur in Portugal. The company's portfolio also includes Amarguinha, FoxTale Gin, Per Se and, more recently, Safari. With the acquisition of Sheridan's, Casa Redondo further strengthens its position as a global player while remaining true to its purpose of "Crafting stories in every toast".

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About Mack & Schühle

Mack & Schühle "The Wine & Spirits Family" is an internationally active, dynamic group of companies with the long-term orientation of a visionary family business. It operates as a global importer, producer, distributor, and brand owner in the wine and spirits sector. With locations in the USA (Mack & Schühle Inc.), Italy (Mack & Schühle Italia SpA), and Germany (Mack & Schühle AG, Mack Brands GmbH), as well as other subsidiaries, the group employs over 300 people worldwide who sharpen their focus on the challenges and opportunities of the market every day. In fiscal year 2024, the group achieved total sales of over €450 million.

Mack & Schühle AG in Owen/Teck, Germany, is one of the leading distributors and service providers for wine and spirits in Central Europe. The company has been family-run since its foundation in 1939 and now employs over 200 people. Global investments in production and distribution sites round off Mack & Schühle AG's profile. Its international structure provides a significant global perspective on trends, market changes, and future options with a focus on sustainable business practices. This is achieved through numerous collaborations with environmental protection organizations, sustainable partners, and the Bionisys portfolio of organic and Demeter products. The company sees itself as a holistic and quality-oriented service provider for its partners on the trade and production side. Its range of services includes international producer brands and versatile own brands as well as customer-specific products in five portfolios: MackWines, MackEditions, MackSpirits, TerraVini, and Bionisys.

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