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Sazerac acquires Full Sail Brewing to expand ready-to-drink production

The deal gives the spirits company an Oregon brewery as distillers seek more canning and packaging capacity for canned cocktails

Wednesday, November 4, 2026



Sazerac said Tuesday, Nov. 3, that it had acquired Oregon’s Full Sail Brewing as the company moves to add production capacity for its expanding ready-to-drink beverage business.

The privately held spirits company confirmed the deal to Brewbound after reports circulated that it planned to shift the brewery toward contract beverage production. Sazerac said the purchase is intended to support its growing portfolio of RTD products, a segment that has drawn increased investment from spirits producers looking for more canning and packaging capacity.

The companies did not disclose financial terms. Sazerac also did not publicly outline what the acquisition will mean for Full Sail’s existing beer operations, production volumes or staffing. That leaves open questions about how much of the Oregon brewery’s capacity could be redirected to canned cocktails and other prepared alcoholic drinks.

Even with those details unresolved, the acquisition signals a broader change in the beverage business. Beer production assets are becoming more valuable to companies outside traditional brewing, especially as demand for ready-to-drink products pushes distillers to secure space for blending, filling and packaging. The deal could add to the overlap between beer and spirits manufacturing, with brewery infrastructure increasingly used to serve growth in convenience-focused alcohol categories.

For Sazerac, the move gives the company a brewing asset in Oregon at a time when large beverage groups are trying to control more of their supply chain. Owning production capacity can reduce reliance on outside partners and give a company more flexibility as it expands new products or adjusts output.

For the wider drinks industry, the transaction may be another sign that breweries with available capacity are becoming strategic targets beyond the beer sector. As ready-to-drink cocktails continue to compete for shelf space with beer, wine and spirits, deals like this one could reshape how alcoholic beverages are made and where companies choose to invest.