



Pernod Ricard

# Pernod Ricard digital labels

An innovative solution developed  
by Pernod Ricard to better inform  
our consumers and help them  
make responsible choices.



**Press Kit**  
March 2023



# What is it?

It's a digital labelling system designed to better inform consumers about the products they purchase and enable them to make well-informed and responsible choices.

Pernod Ricard's digital labels will be the first ones to be rolled out globally by a wine & spirits group and featured on all of its portfolio.

## A committed initiative

This initiative is fully in line with our long-standing commitment to promoting responsible drinking. As a wine and spirits leader, we know that we have a key role to play in contributing to the fight against the harmful use of alcohol and in informing our consumers about our products and how to enjoy them responsibly. This initiative also addresses the expectations of consumers who want more transparency about the products they buy.

Thanks to digital labelling, Pernod Ricard paves the way for a consumer-centric labelling system by providing its consumers with detailed information about its products, to help them make responsible choices when consuming alcoholic drinks.

## A collaborative and evolving initiative

Our digital labels are part of the wider "U-Label" programme put in place by the European wine and spirits industry associations, which supports companies in sharing digitally, through a QR code, information on the composition of their products and responsible drinking.

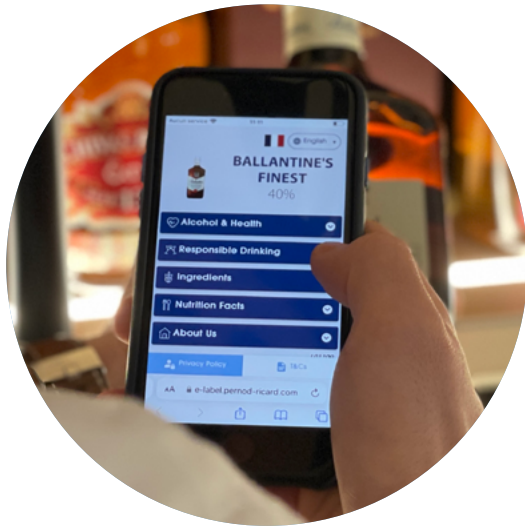
Pernod Ricard's teams have worked alongside their European wine and spirits peers to create the U-Label platform and Pernod Ricard decided to go a step further

with its digital labels by rolling them out globally and sharing additional information about responsible drinking.

Pernod Ricard is pursuing its collaborative approach with both industry partners and consumers to help develop its digital label and improve its content over time, to ensure it stays relevant and up to date in years to come.

## A user-friendly solution

Accessing the digital label is very simple: every bottle sold by Pernod Ricard will soon include a QR code on its back label. Once scanned with a smartphone, consumers are redirected to a geolocated platform, available in the local language, where they can access clear and relevant information about the product and how to enjoy it responsibly.

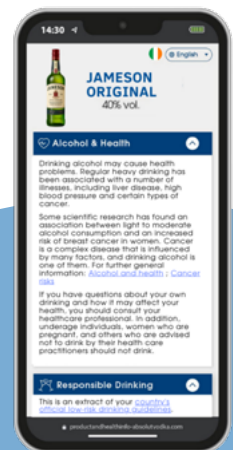


## Data privacy is a priority

Users accessing the digital labels will not receive any targeted advertising after scanning the QR code. Our digital labels do not contain any type of marketing information. A light analytic cookie, implemented in compliance with data privacy requirements, only provides statistics on the number of visits to the platform to allow us to measure the performance of the digital labels. Users can refuse the cookie at any time.

## Information provided by the digital labels

- **Health information on the potential risks linked to alcohol consumption**, as well as links to local public health websites where additional information can be found;
- **National low risk drinking guidelines** for the country where the consumer is located, such as daily/weekly alcohol consumption guidelines, the definition of a standard drink, at-risk people who should not drink alcohol, and links to a consumer information website;
- **The complete list of the product's ingredients**;
- **Full nutrition facts table** per serving and per 100ml, where applicable;
- **A link to Pernod Ricard's** and the scanned brand's **websites**;
- Soon, **sustainability information** about our products.





## Tailor-made information in local language

Thanks to geolocation, we can give country specific information, such as local public health websites and national low-risk drinking guidelines.

Indeed, there is no single international drinking standard, but many countries around the world have issued official low-risk drinking guidelines on alcohol consumption to help adults who drink alcohol understand how it may affect their health.

Our digital labels are displayed in local language with an English translation always available.



## Advantages of digital labels

- Combined with geolocation technology, they enable to provide **content tailored to the local context**;
- They offer **far more flexibility** than traditional labels, including the ability to easily update information in real time;
- They are **part of the everyday life of consumers** who are now increasingly familiar with QR codes, which have become common on consumer goods.

## Roll-out timetable

Digital labels are currently being rolled out and we have taken the commitment to add a QR code to all our labels by 2024.

The roll-out began in 2023 with a pilot phase in Europe, focusing on a selection of the Group's strategic international brands.

## Digital labelling, a forward-looking solution

Digital labelling will provide consumers with a unique tool offering them more transparency and enabling them to make responsible choices.

We are confident that in time, digital labelling will become the universal medium in the industry for providing accurate, detailed and relevant information to consumers.