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PERNOD RICARD UK LAUNCHES A CHRISTMAS COCKTAIL CHATBOT

- World first computer program designed to simulate exciting cocktail ideas and suggestions ready for festive drinks
- New technology acts as go-to, knowledgeable bartender and takes away the fuss of cocktail making

Pernod Ricard UK is unveiling The Cocktail Coach, a chatbot that helps drinkers easily create and purchase high quality serves from the comfort of their own home this festive season.

Recent research from Pernod Ricard UK confirms that from the shopper's perspective, Christmas is an exciting time when they are more inclined to indulge friends and family with extra special Christmas moments which includes treating themselves with cocktails.

Over a third of UK consumers and more than half (52%)¹ of Londoners have made cocktails at home in the past year. Women see gathering with friends at home as a mixology opportunity, whereas men see spending time with a partner the perfect time to demonstrate their mixing skills.

The Cocktail Coach acts as a go-to, knowledgeable bartender, who can provide tips and choices for cocktail selection to create the perfect night in. From large festive parties to a girl's night in, it is aimed at those who want to get creative for a Christmas event, or are interested in making cocktails at home but don't know where to start.

Patrick Venning, Marketing Director of Pernod Ricard UK explained, *"A cocktail chatbot was the obvious choice for us this Christmas as we are always looking to find new and innovative ways to shape the nation's drinking experience. Although nothing can replace the skill and expertise a physical bartender can offer, the Cocktail Coach has been created to try and bring this experience a little closer to home.*

"We've done this by partnering with +rehabstudio's for its technical prowess. Users also have the opportunity to buy the ingredients from Ocado due to their wide product range."

The Cocktail Coach was built by London creative technology agency +rehabstudio and will run throughout the festive period hosted on the World's Best Bars Facebook page. The chatbot works using a conversational interface to aid product discovery by recommending cocktails based on taste preferences, the type and size of event. Users can see the ingredients and mixing technique, find out facts and trivia about the drink, and are then directed to buy the ingredients directly on Ocado.com.

Chatting to Cocktail Coach is simple; simply head to www.facebook.com/worldsbestbars and click on the messenger button to start, alternatively log into Facebook and add <https://m.me/worldsbestbars> on messenger.

-- ENDS --

¹ Pernod Ricard UK Millennial Research Panel, November 2016

PRESS CONTACTS

Alex Holbrook

Press Officer Pernod Ricard UK

Alex.holbrook@pernod-ricard.com

+44 7825 386 939

About Pernod Ricard

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,682m in 2015/2016. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Havana Club, Malibu, Lamb's, Kahlúa, Plymouth Gin, Chivas, Jameson, The Glenlivet, Martell, Perrier-Jouët, G.H. Mumm, Brancott Estate, Campo Viejo, Graffigna and Jacob's Creek. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

About Ocado

Online supermarket ocado.com was established in 2000 and is one of Britain's leading online retailers. Delivering to over 70% of the UK population, every shopping bag is carefully packed in one of three distribution centres using in-house designed software and technology. Shopping is then delivered direct to customers using a network of regional spokes in brightly-coloured vans.

With award-winning mobile apps for every platform, Ocado on the Go, Ocado delivers over 46,000 products, including big-name brands, a range of over 700 Ocado Own Label products and a growing non-food selection. Thoughtful service features such as colour-coded bags, receipts provided in date order, reminder texts with your driver's name, along with convenient hourly delivery slots compliment award winning customer service on email, phone and social media.

For all the latest news, images and details of awards, head to the Media Centre at ocadogroup.com.

About +rehabstudio

+rehabstudio is a creative technology company. Our services include strategy, digital campaigns, design and build, production, product design and everything in between for clients including Google, Disney, Starbucks and Red Bull.

Founded in Belfast in 2005, we now have offices in London, New York, Belfast and San Francisco.

www.rehabstudio.com