



Pernod Ricard UK

Créateurs de convivialité

October 2017

PERNOD RICARD UK UNVEILS RAFT OF ACTIVITY FOR LONDON COCKTAIL WEEK 2017

Pernod Ricard UK is continuing its mission to shape the nation's drinking experiences by ensuring its brands are at the heart of the action at this year's London Cocktail Week (2nd – 8th October), by offering visitors a range of new experiences and a new version of last year's sell-out Chivas The Blend, which will treat London guests and the drinks trade to the best of the supplier's brands and expertise

Chivas The Blend

Chivas The Blend is back with a fun and informative 45-minute experience, where Brand Ambassador, Phil Huckle, will encourage guests to discover the craftsmanship of a master blender and learn how different flavours are blended to create the distinctive Chivas Regal style. They will then be given the opportunity to create their very own blend to take home. This year, The Blend by Chivas Regal will also feature a stand-alone bar for the first time, giving more people access to the experience. DJ sets, fantastic local food vendor partnerships and great cocktails will keep guests entertained throughout the week.

When: Monday 2nd – Sunday 8th October

Where: Location: 133 Bethnal Green Road, London, E2 7DG

Early bird tickets 2 for £30, general Admission

For further details please visit: <https://www.chivas.com/>

The Cocktail Village at Old Spitalfields Market is the epicenter of London Cocktail Week; an immersive maze of pop-up cocktail bars, experiences and food vendors in every shape and size. This year, two of Pernod Ricard UK's most pioneering brands will be starring in the heart of the village: Monkey 47 and Havana Club.

Monkey 47

Monkey 47 is bringing a slice of its homeland, the Black Forest region of Germany, to London with its Wunderbar Adventure pop-up. Situated in 'The Cocktail Village', visitors are invited to walk down a 'yellow brick path' towards the bar. There they will be greeted by a Monkey 47 bartender, who will provide them with a measure of gin. A coin will then be flipped to determine whether the adventurers will turn left towards the 'Black Forest' or right towards the 'Fairground'. Here, the remainder of their drink will be served in miniature medicine bottles created by Monkey 47's UK ambassador, Mike Foster.

Havana Club

Guest are invited to enter the Havana Club 7 'Black Box' and lose themselves in the sights, smells and tastes of a night in Havana; hosted by Global Brand Ambassador, Meimi Sanchez. The warehouse-style pop-up as a secret door, where once inside, guests will find themselves in the midst of a hot Havana night in the "Jardines de la Tropical". On Friday and Saturday, the brand will be joined by Jesse Vida from award winning BlackTail bar in NYC, who will help celebrate the Cuban 'Day of the Bartender'.

When: Monday 2nd – Sunday 8th October

Where: Old Spitalfields Market, 16 Horner Square, London E1 6EW



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Please find below a round-up of further events, masterclasses and experiences available to everyone participating in London Cocktail Week:

Martell: #TeamLataille @ Boki

Brand Ambassadors, Matthias and Clotilde invite you to eat, drink and socialise with them as they take over the bar at BOKI and introduces guests to the French Art of Aperitif.

When: Tuesday 3rd October (5pm – 8pm)

Where: Boki, 20 Earlham St, London WC2H 9LG

Martell, exclusive tasting x Pierre Hermé

An exclusive tasting of Classic deconstructed cocktails showcasing Martell's iconic Cordon Bleu paired with Haute Couture Macarons by Pierre Hermé.

When: Tuesday 3rd October (1pm – 4pm)

Where: Pierre Herme, 13 Lowndes Street SW1X 9EX

Beat team x Happiness Forgets House party

The BEAT host a mid-cocktail week sanctuary to help cocktail week revellers unwind and relax. Aimed at bartenders but open to everyone - discover some new and surprising house party themed drinks courtesy of the BEAT x Happiness Forgets.

Afternoon session: 2pm-4pm / Evening session 1: 8pm-10pm / Evening session 2: 10.30-12.30pm

When: Wednesday 4th October

Where: The Suite at The Ace Hotel, 100 Shoreditch High Street, London, E1 6JQ

Martell, The Sublime Society of the Beefsteaks

Martell Brand Ambassador, Matthias Lataille, hosts a Martell paired dinner, following the ancient British tradition of 'The Sublime Society of the Beef Steaks'.

When: Wednesday 4th October (6.45pm – 11pm)

Where: The Hawksmoor Guildhall, 10 Basinghall St, London EC2V 5BQ

Plymouth Botanical Lab

A fun and interactive gin session with Annie Ingram, Plymouth Gin Ambassador. Explore the production and flavour of one of the world's oldest Gin's and offer visitors the chance to create their own Plymouth gin to take home.

When: Wednesday 4th – Friday 6th October (6pm and 7pm)

Where: Ask for Janice, 50-52 Long Ln, London EC1A 9EJ

Chivas Regal introduces Yoshi & Tsuneharu

At 7 Tales, Chivas Regal host an evening with two of Japan's finest bartenders. Explore new flavour frontiers in a specially curated Chivas menu.

When: Thursday 5th and Friday 6th October (7pm - 10pm)

Where: 7 Tales, 64 Turnmill St, London EC1M 5RR

Havana Club x Trash Tiki

Havana Club team up with Trash Tiki's exciting new pop up. The Trash Tiki team will collect waste products from the London Cocktail Week village (from garnish off cuts, unsold mixers and other raw materials



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otherwise destined for the bin) and use them to create innovative, no waste rum cocktails.

<http://www.trashtikisucks.com/about-us/>

When: Thursday 5th – Sunday 8th October

Where: Fanny Nelson's 32 Horatio St, London E2 7SB

BEAT x Cadelaria x Bad Sports

The BEAT team brings together world-renowned bars - Candelaria (Paris) & Bad Sports (London). Celebrate the last night of London Cocktail Week with an exclusive menu showcasing their best drinks and famous tacos.

When: Sunday 8th October

Where: Bad Sports, 184 Hackney Rd, London E2 7QL

For London Cocktail Week passes, please visit: <https://drinkup.london/shopping-cart/>

-ENDS-

For more information, please contact Lottie Sylvester at Pernod Ricard UK on 07979 396468 or charlotte.sylvester@pernod-ricard.com.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,010m in 2016/2017. 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, Monkey 47, 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.

For latest news and information:

Website - www.pernod-ricard-uk.com

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