

PRESS RELEASE

DATE: 28TH FEBRUARY 2018

**PERNOD RICARD UK ANNOUNCES THE LAUNCH OF THE
LOFT, A UNIQUE EXPERIENTIAL EVENT SPACE ON QUAY
STREET, MANCHESTER**

Laurent Pillet, Pernod Ricard UK MD, hosts opening on 28th Feb

On February 28th, 2018, Pernod Ricard UK, the UK arm of the world's second-largest wines and spirits company, will launch The Loft - a multipurpose space located in the heart of Manchester, at the historic site of the old Walkabout Bar on 13 Quay Street.

This is the first, and only, Pernod Ricard UK venue outside of London and demonstrates the company's commitment to the North of England, as it brings a wealth of industry collaborations and new experiences closer to customers and consumers in the area.

Speaking on the launch of The Loft, Laurent Pillet, Pernod Ricard UK Managing Director, said: "This is a city full of culture and innovation, so it made perfect sense that we should create a hub here. Located in the very heart of the city, this long-term project

will boast a private experiential venue, and areas to work, meet and relax.”

The Loft will occupy over 6,000 sq. ft. of unobstructed statement city space. Designed and operated by Pernod Ricard UK, it encompasses an impressive training bar, private event space and is now open for private hire.

The Loft will be a place to discover new experiences and explore Pernod Ricard UK’s premium drinks portfolio, including 19 brands among the top 100 worldwide. The company that employs 18,500 people globally, and is responsible for the global sales, marketing and distribution for brands such as Absolut, Jameson, Chivas, Perrier-Jouet, Malibu and many more, will embark on this long-term project in 2018.

The Loft will open to consumers with a special public ticketed event ‘The Blend by Chivas Regal’. After its huge success in London, the concept will be brought to Manchester and will take place in The Loft. The Blend by Chivas Regal gives the people of Manchester and surrounding areas the unique opportunity to delve into the fascinating world of Scotch whisky. Tickets available now at: <https://www.chivas.com/en-gb/theblend>.

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Notes to Editor

About Pernod Ricard UK

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, 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:

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