

SEPTEMBER 2018

INTRODUCING ALLT-A-BHAINNE

The Sweetly Peated Single Malt from Speyside



Pernod Ricard UK is shaking up the Single Malts category by launching a brand-new expression, Allt-A-Bhainne. Scotch Whisky is growing +1.4% in the grocery channel¹, with Single Malt growing ahead of the category at +9.1% in value sales². The disruptive, challenger brand, is aiming to drive growth further by pushing conventional boundaries to recruit a new generation of Single Malt consumers.

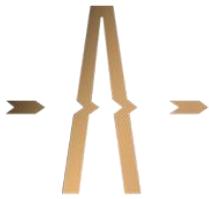
Bringing attitude and personality to the category, the fresh, irreverent brand offers something a little bit different for a new generation of whisky drinkers. Allt-A-Bhainne is a sophisticated and multidimensional liquid, mildly peated, with fruity undertones that create the perfect balance between peatiness and fruitiness.

The brand's brutalist distillery in the heart of Speyside began distilling whisky in 1975, a time when everyone was breaking with conventions and going against the status quo. 43 years later, it is finally ready to be distributed at scale to the UK market.

Chris Ellis, Commercial Director for Pernod Ricard UK, comments: "The world of Single Malt whisky is often focused on history, heritage and how things used to be done. Speyside is known for its fruity whiskies but Allt-A-Bhainne goes against the grain by including peat, creating a unique and

¹ Nielsen Scotch Whisky, Grocery Multiples, Value Sales, Period Ending: WE 16.06.18

² Nielsen Malts, Grocery Multiples, Period Ending: WE 16.06.18



unconventional flavour. The Single Malts category is growing globally and the peated segment is leading this growth, growing on average almost twice as much as unpeated³. Initial consumer research has been extremely positive and we're proud to be offering such a unique taste, we can't wait for everyone to try it."

Available across the grocery channel, and on-trade, from September 2018, Allt-A-Bhainne is unboxed and carries an RRP of £37. Disruptive OOH, digital and in-store advertising will support the launch.

-ENDS-

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Notes to Editors

Nose: notes of soft red apples, sweet runny honey, delicate smoke (bonfire embers) and toffee.

Taste: the smoky flavour comes through much more markedly on the taste and gives a delightful mix of citrus fruits (sweet orange, red apple and ripe melon), toasted marshmallows, smoke and gentle peaty flavours.

Finish: long, smoky, slightly dry and spicy.

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, Jameson, Beefeater, Plymouth Gin, Monkey47, Lillet, The Glenlivet, Chivas, Malibu, Perrier-Jouët, Kahlúa, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Jacob's Creek, Martell, Aberlour, Lamb's, Ballantine's, Graffigna, G.H.Mumm and Wyborowa.

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³ IWSR 2012-2017 CAGR.