

February 2018

JAMESON LAUNCHES £2M ST. PATRICK'S DAY CAMPAIGN

Boost sales with the Jameson, the number one Irish Whiskey, which sells 10 times more than the next best-selling Irish Whiskey, in the week leading up to St. Patrick's Day¹



Jameson is supporting retailers build excitement ahead of 17th March with a campaign focussed on its Jameson, Ginger and Lime serve, which is easy for customers to replicate at home and will be activated across TV, digital, experiential activity and the on and off-trade.

Chris Richards, Head of Marketing for Pernod Ricard UK, comments: "St. Patrick's Day is the second biggest occasion for Irish Whiskey growing year-on-year² and falls on a busy weekend, the final weekend of the Six Nations rugby tournament. This year, we're supporting St. Patrick's Day with our biggest ever media and in-store support plan and encourage retailers to maximise the opportunity as an in-store occasion to reap the benefits from one of the UK's most exciting and growing categories."

Imported Whiskey is the second-largest driver of annual growth for the spirits category after gin³ and within this category, Irish Whiskey is the second largest country of origin experiencing double digit growth⁴. Jameson is flying in the off-trade, growing at 15.1% in convenience and 22.3% across total off-trade⁵. With continued strong growth, Irish Whiskey at St. Patrick's Day is set to drive over £4m in the off-trade in just two-weeks⁶.

¹ AC Nielsen Scantrack Total Impulse WE 29.09.18

² Nielsen Total Coverage Irish Whiskey weekly value Sales to 16062018

³ Nielsen, Total Coverage, Spirits by Sector, +/- Value Chg vs. YA and Value % Change vs. YA | Data MAT to 16/06/2018

⁴ Nielsen | Total Coverage | Imported by Sub-sector (Country of Origin) | Value Sales (£), Value % Chg YA, and £/70cl | Data MAT to 16/06/2018

⁵ Nielsen Imported, Total Coverage, Value Sales, Period Ending: WE 29.09.18

⁶ Nielsen | Total Coverage | Value Sales (£m) | Sum of 2wks value sales at SPD each year | Forecast extending CAGR by 1yr | Asda oppt. = Asda 2018 share of SPD * Total Off-trade forecast

IRISH WHISKEY

Jameson's TV campaign will run throughout March, during prime time viewing across ITV, Sky Sports and Channel 4. This will be supported by Jameson parties which will run across the weekend of St Patrick's day in 6 key cities across the UK (London, Manchester, Birmingham, Liverpool, Bristol and Newcastle), as well as over 6,000 pubs and bars planning to host Jameson St Patrick's Day parties on the same weekend.

The brand is also sampling *Jameson, Ginger and Lime ready-to-drink cans* in six cities across the UK encouraging consumers to recreate the serve for themselves at home. These will be given out in areas frequented by the brand's target audience such as, train stations, office drops, sports venues, in bars and St. Patrick's Day parades, to introduce even more new customers to Jameson.

For retailers wanting to make the most of St. Patrick's Day 2019, ensure you stock up on Jameson Original and if needed, contact Pernod Ricard UK (Communications.uk@pernod-ricard.com) for branded POS kits to help drive excitement in-store.

-ENDS-

For further information please contact: Lottie Sylvester 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 €8,987m in 2017/2018. 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, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm, Graffigna and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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