

August 2019

The UK's number one Spanish wine brand¹ adds UK exclusive to its best-selling range with the launch of Campo Viejo Albariño

The new premium varietal captures the vibrancy and colour of modern-day Spain in a deliciously fresh and lively white wine



Leading wine brand Campo Viejo is launching an exciting new premium white wine, Campo Viejo Albariño. UK consumers will be the first in the world to taste the vibrancy of the deliciously fresh white wine, which originates from the Rías Baixas region, Spain's most renowned region for the Albariño grape.

Following the success of Campo Viejo Tempranillo Blanco, which was launched in the UK in 2016, the new Albariño provides a premium option for consumers looking to further explore expressions of Spanish white wine. Made 100% with Albariño grapes, carefully picked by hand and grown in small family owned plots, the new varietal perfectly captures the authenticity of modern-day Spain, which is at the heart of the brand.

Chris Shead, Off-Trade Channel Director for Pernod Ricard UK, comments: "Until now Campo Viejo has been led by Rioja Tempranillo reds and Viura Tempranillo whites. Albariño offers a new, exciting alternative trade-up for consumers and caters to the growing demand for light and fresh styles."

¹ Nielsen Spain, Total Coverage, Period Ending: WE 15.06.19

Campo Viejo Albariño captures the essence of Spain with fragrant, fresh and fruity flavours and lively acidity carrying through until a refreshing and long finish. Perfectly paired with vegetables, meats, pasta or your favourite appetisers, Campo Viejo Albariño is best enjoyed on a warm summer's evening.

Campo Viejo Albariño will be available in Sainsbury and Ocado from the 11th August with an RRP £10.

-Ends-

For more information please contact: charlotte.sylvester@pernod-ricard.com.

NOTES TO EDITORS

Tasting Notes

The colour of yellow straw with green hues, Campo Viejo Albariño has a beautifully fragrant nose with fruity flavours reminiscent of green apple, citrus and floral nuances. It presents on the palate with great freshness and agility, and its lively acidity carries through to a long and refreshing finish.

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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