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Jameson collaborates with Fourpure Brewing Co. to create unique limited-edition whiskey exclusively for UK on-trade

Jameson Caskmates Fourpure Edition will be available from September



Jameson Irish Whiskey, the world's leading Irish Whiskey¹, has announced the addition of **Jameson Caskmates Fourpure Limited Edition** to its innovative Caskmates whiskey range. A UK-exclusive, the unique whiskey launches in September and is the product of an exciting collaboration with London-based Fourpure Brewery, which sees Jameson's triple distilled Irish Whiskey finished in Shapeshifter West Coast IPA-seasoned barrels. The result is a whiskey that features the signature smoothness of Jameson with additional notes of tropical fruits, sweet clementine and full-bodied hops from the award-winning² beer, creating a truly unique whiskey for craft beer and whiskey fans alike.

The story goes right to the heart of Jameson and Fourpure, representing a joint passion for craftsmanship, collaboration and innovation. The release is set to tap into the existing consumer appetite for craft beer and whiskey, bringing together the two categories and showcasing exceptional versatility.

James Bremner, On-Trade Channel Director for Pernod Ricard UK, comments: "The marriage of craft is at the heart of this collaboration and taps into an existing consumer appetite for craft beer, which

¹ The IWSR 2019

² International Beer Challenge 2018, Design and Packaging Awards: Bronze, International Beer Challenge 2018, Beer Tasting Awards: Silver

has been voted the number one drinks trend for the fourth consecutive year³. The existing Caskmates range has successfully recruited a new and younger consumer to the brand, as well as the overall category, and this limited edition will go further in our quest to making Irish whiskey the number one choice for today's drinkers."

Adrian Lugg, Head of Marketing for Fourpure Brewery, comments further: "Collaboration is becoming synonymous with the brewing world, however, the partnership with Jameson gave us a unique opportunity to put an innovative stamp on the process. For a young craft brewery, the history and heritage of Jameson is impressive, and the love and passion that goes into distilling the whiskey is infectious. The result of this Limited Edition is super tasty, and something we can all be proud of."

Jameson is the fastest growing Whisk(e)y brand across Irish, Scotch and Malts in the On Trade by both volume and value⁴, with the Caskmates range being a main player with the launch of Caskmates Stout Edition in 2015 and Caskmates IPA Edition in 2018, driving awareness of the brand and wider category.

Shapeshifter West Coast IPA was inspired by Fourpure's founders' travels in the Pacific Northwest. This vast and beautiful landscape is where the idea for the beer that would become Shapeshifter was developed, combining a traditional West Coast style-IPA with a selection of hops: Citra, Mosaic and Centennial. Shapeshifter takes its name and design from First Nations folk stories of a shapeshifting serpent living in the remote lakes of the region. The beer delivers hop-forward mango and grapefruit notes, which have been imparted to the Caskmates Fourpure Edition whiskey through the cask finish.

The launch will be supported by a targeted digital and social campaign from September. Bottled at 40% ABV, Jameson Caskmates Fourpure Limited Edition is available at the RRP of £30. Available for purchase through Venus Wine & Spirit Merchants plc, and for a limited time only on drinksupermarket.com.

-ENDS-

Tasting notes

Jameson Caskmates Fourpure Edition is a whiskey with the signature smoothness of Jameson Irish Whiskey and bold notes and aromas of full-bodied hops and tropical fruits; mango, juicy pineapple and sweet clementine.

³ Source by Business Leaders; CGA BrandTrack October 2018

⁴ CGA OPMS; TOTAL GB; MAT 15.06.19

It is a versatile whiskey that can be enjoyed in many ways. Best enjoyed neat or paired with Fourpure's Shapeshifter IPA, it also works perfectly in a soda highball and whiskey cocktails and hoptails.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,182m in 2018/2019. 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, Aberlour, 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.

For latest news and information:

Website - www. Pernod-Ricard-UK.com

Twitter - @pernodricarduk

About Fourpure Brewing Co. and Shapeshifter West Coast IPA

Fourpure is a London based brewery founded by brothers Dan and Tom Lowe in 2013. Beer is their passion and travels are what inspired them to brew. Their approach to exceptional brewing centres on attention to detail and not cutting corners, in an age-old industry they aspire to constantly innovate, be nimble and progressive yet strive to stay true to the principles of brewing.

Fourpure Shapeshifter West Coast IPA is inspired by travels in the Pacific Northwest. This vast and beautiful landscape is where Fourpure drew up the first ideas for the beer that would become Shapeshifter, combining a traditional West Coast style-IPA with a selection of hops - Citra, Mosaic & Centennial. Shapeshifter takes its name and design from First Nations folk stories of a shapeshifting serpent living in the remote lakes of the region.