



Press release – 2 February 2016

Pernod Ricard commits one step further to sustainable agricultural raw materials by joining Bonsucro

Having so many of its brands strongly embedded in their original *terroirs*, Pernod Ricard has always taken great care of the sourcing of its raw materials.

Sugar cane is the main raw material for Pernod Ricard after grapes and cereals, with 776.000 tons of sugar cane equivalent used in 2014/2015, amounting to 9.500 hectares of agricultural land. It is mainly used for its rums and liqueurs Havana Club (n°3 Worldwide in international rums with 4 Million Cases sold in 2014/15), Malibu (n°1 worldwide in coconut-flavoured rums with 3.4 million cases sold in 2014/2015) and Kahlúa (n°6 Worldwide in international Liqueurs with 1.5 million cases sold in 2014/15).

Since our responsibility to our whole value chain is a priority, Pernod Ricard is committed to driving sustainability in agricultural raw materials through sourcing practices, with a specific focus on the sugar cane products sector. Indeed, sugar cane grows in tropical countries that often have low social standards and poor labour regulations, thus threatening decent wages, human rights, health of the workers, land rights and the environment. The sugar cane sector also has an inherently complex procurement chain: as a commodity product, it goes through many intermediates such as sugar cane growers, mills, traders, distilleries, etc, thus increasing traceability issues.

Being a responsible partner and contributing to the development of local communities where we operate is a key component of being a sustainable player in our industry. To make sure our local partners and our environment are protected, Pernod Ricard joined Bonsucro, a global multi-stakeholder non-profit organisation focused on sustainability for the sugar cane sector.

With its two standards, the Bonsucro Production standard, which certifies production conditions of sugar cane mills and farms, and the Bonsucro Chain of Custody Standard, which ensures traceability of sugar cane products and sustainability claims through the supply chain, Bonsucro acts continuously for the sustainable and responsible trade of sugar cane. As a global buyer of sugar cane, Pernod Ricard aims to influence progress and transformation in the sugar cane supply market through collective action, in order to drive sustainability and responsibility by respecting both local communities and the planet.

About Bonsucro

Bonsucro is a global non-profit, multi-stakeholder organisation fostering the sustainability of the sugarcane sector through its leading metric-based certification scheme and its support for continuous improvement for members. With an ever-increasing membership list counting over 400 members from 32 countries representing all areas of the supply chain, and a Board of Directors that is similarly representative of the variety of industry actors, Bonsucro is a highly robust, transparent and democratic organisation that has the resources and commitment to bring about its vision: A sugarcane sector that is continuously improving and verified as sustainable.

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated sales of €8,558 million in 2014/15. 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) et Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

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