

Press release - Paris, 15 December 2015  
Press release

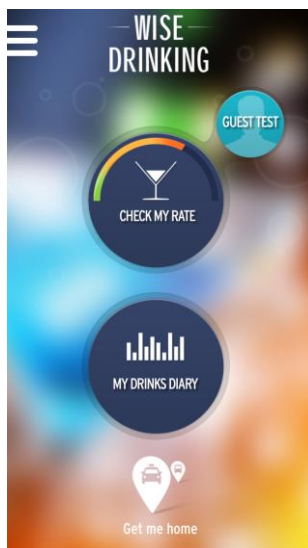
## As the holidays approach, Pernod Ricard expands its measures promoting responsible drinking

Increasingly committed to promoting responsible drinking, Pernod Ricard is extending its Wise Drinking programme by gradually adding, as inventories are renewed, the address [www.wise-drinking.com](http://www.wise-drinking.com) to the back labels on all its bottles, across its entire brand portfolio. The application of the same name can also be downloaded from this webpage.

When connecting to the page [www.wise-drinking.com](http://www.wise-drinking.com), consumers will be redirected to the responsible drinking site for the country in which they are located or, if the country does not have one, to the IARD (International Alliance for Responsible Drinking) site ([www.responsibledrinking.org](http://www.responsibledrinking.org)). In the United Kingdom, for example, the page redirects to the responsible prevention website [www.drinkaware.co.uk/](http://www.drinkaware.co.uk/) which provides the public with information on maximum consumption levels of alcohol recommended, by defining a unit of alcohol, and offering information on the effects of alcohol consumption and instances in which abstinence is advised.

The Wise Drinking programme already includes a mobile application, available in 37 languages, intended to provide real time checks on the amount of alcohol consumed and tailored to each country's legislation. As the Christmas and New Year celebrations approach, our affiliates are conducting a number of awareness raising campaigns to avoid excessive consumption. For example, Pernod Ricard's Canadian affiliate, Corby Spirit and Wine Ltd, has joined forces with the public transport provider, Toronto Transit Commission, to offer Toronto residents free and safe transport on New Year's Day. Last year, 225,000 people took advantage of the #CorbySafeRides campaign which was widely publicised via [social media](#) and billboards.

These measures are part of the ongoing pioneering initiative launched in 2006 in which Pernod Ricard was the first company from the wine and spirits sector to add the icon advising pregnant women not to drink alcohol to the back labels its bottles in European countries. In 2013, Pernod Ricard took another major step when it expanded this measure worldwide (in compliance with local legislation). In 2014, Pernod Ricard created the first free global application to educate consumers.





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**About Pernod Ricard**

*Pernod Ricard is the world's co-leader 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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