

# CONSUMER CENTRIC



## 4 ESSENTIALS

-  OPERATIONAL EXCELLENCE
-  TALENT DEVELOPMENT
-  SUSTAINABILITY & RESPONSIBILITY
-  ROUTE TO MARKET / CONSUMER

## 4 ACCELERATORS

-  PORTFOLIO MANAGEMENT
-  DIGITAL ACCELERATION
-  INNOVATION
-  PREMIUMISATION AND LUXURY



CONOR  
MCQUAID

*Global Business  
Development Director*



YVES  
SCHLADENHAUFEN

*Innovation and  
Portfolio  
Strategy Director*



BRENDAN  
BUCKLEY

*Innovation  
Director  
Irish Distillers*



INNOVATE TO SCALE  
PRODUCTS, SERVICES &  
EXPERIENCES

# INNOVATION IS CRITICAL - TEST & LEARN



VOLUME  
GROWTH



NUMBER OF PRODUCTS INTRODUCED

# INNOVATION IS CRITICAL – TEST & LEARN



VOLUME  
GROWTH



NUMBER OF PRODUCTS INTRODUCED

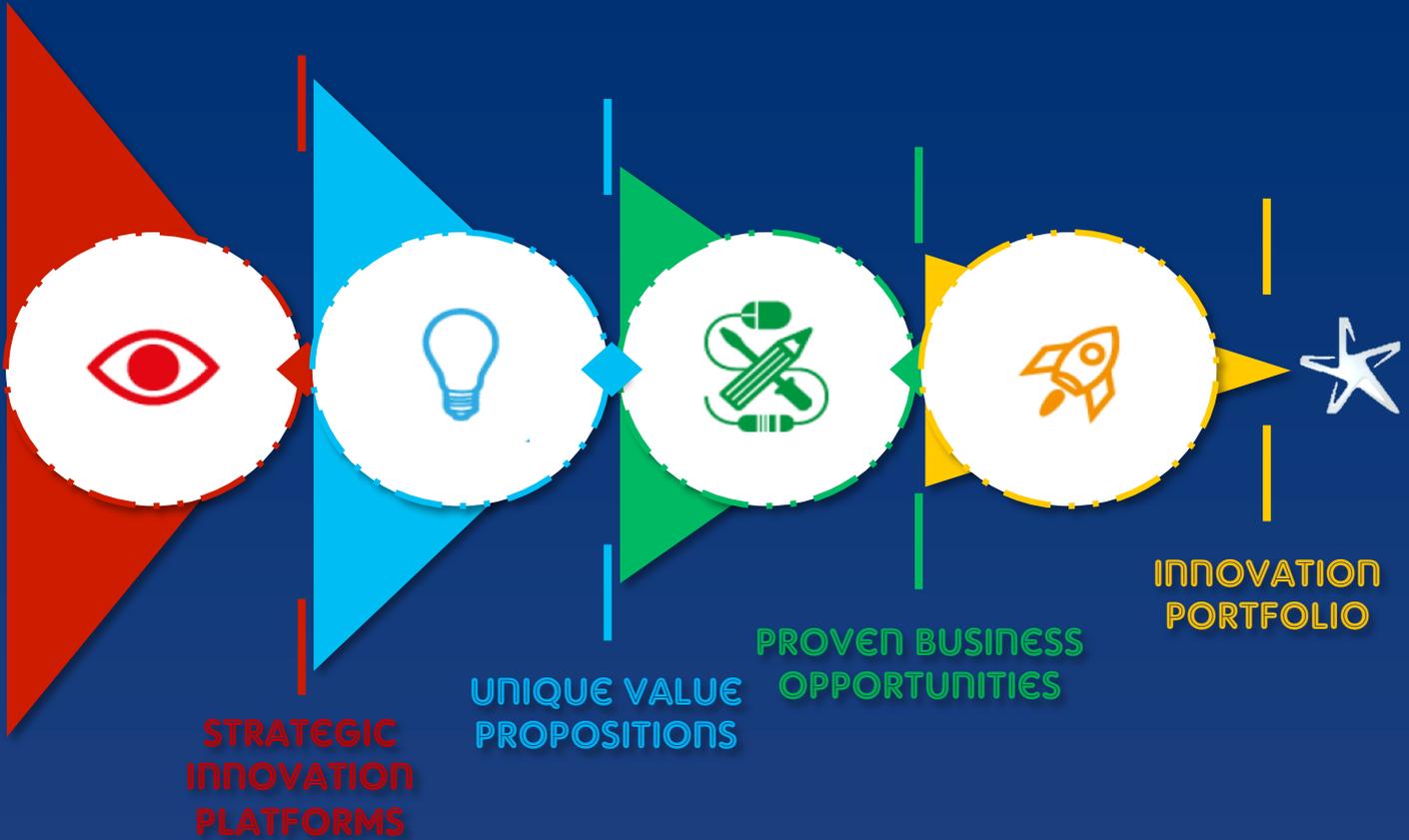
BUT ONLY 2%  
= 90% OF GROWTH

DISCOVERY

IDEATION

EXPERIMENTATION

SCALING UP



STRATEGIC  
INNOVATION  
PLATFORMS

UNIQUE VALUE  
PROPOSITIONS

PROVEN BUSINESS  
OPPORTUNITIES

INNOVATION  
PORTFOLIO



Pernod Ricard  
Global Business Development

Kangaroo fund  
Everyone Kan-Do



Pernod Ricard  
Centre de Recherche

big  
breakthrough  
innovation group



Pernod Ricard  
Group Strategy & M&A



# INTERNAL INNOVATION MINDSET

## FINE COCKTAILS

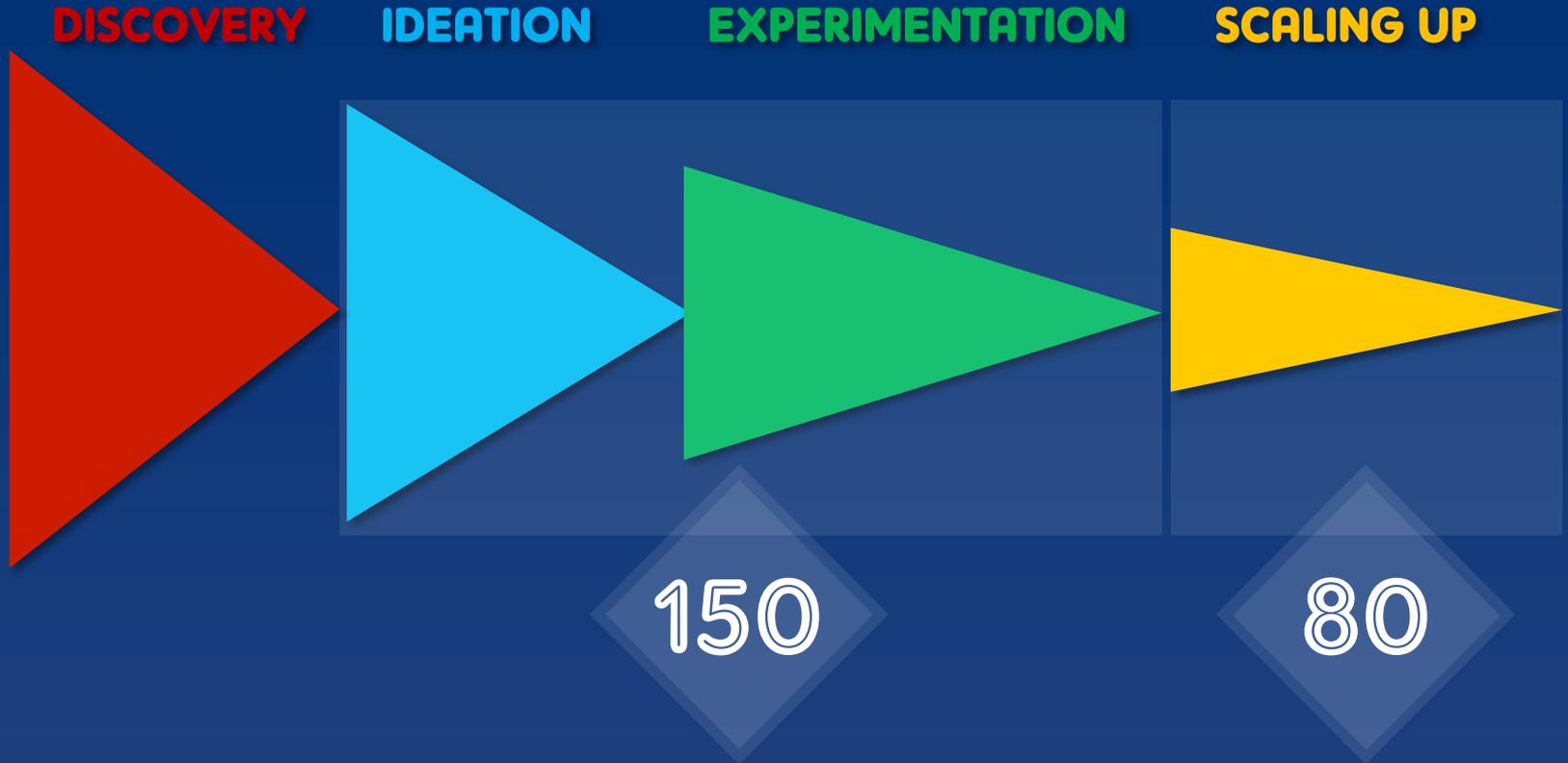
Kangaroo fund  
Everyone Kan-Do



Pernod Ricard  
Centre de Recherche



# ◆ INNOVATION AT PERNOD RICARD ◆



# 3 INNOVATION TYPES

INCREMENTAL



STRETCH



BREAKTHROUGH



# 3 INNOVATION TYPES

INCREMENTAL



# 3 INNOVATION TYPES

## STRETCH



# 3 INNOVATION TYPES

## BREAKTHROUGH



# GUTENBERG





Give Legs To Your Ideas

Give Legs To Your Ideas

# PRIORITISE FUTURE BIG WINS GLOBALLY





PRIORITISATION...  
TO BOOST  
TOPLINE GROWTH