



## Launch of the new Ricard bottle Innovation is at the core of Pernod Ricard's premium strategy

Paris, 25 January 2011

On the occasion of the launch of the new Ricard bottle, redesigned for the first time since its creation in 1932, Pernod Ricard has organised a conference on the theme of innovation.

This event, in the form of an exhibition, took place at the independent art gallery "La Maison Rouge"\*. During the event, the Group reviewed twenty or so of its key launches, some of which have already featured this year, and others which are on the point of being launched.

The Group is proud to say that over the last few months:

- it has launched new products, including ABSOLUT Elyx, the brand's new super-premium version currently on test in three markets (Greece, Canada, Mexico), ABSOLUT Wild Tea, ABSOLUT Watkins, and the first "deluxe whisky" with Royal Salute 62 Gun Salute,
- it has created new packaging, limited editions and exceptional point of sale objects, in particular architect Jean Nouvel's Amber Lamp for Martell Cognac and the limited editions developed by designer Christian Lacroix for Chivas Regal 12 and 18 years old,
- it has promoted new consumption methods such as Beefeater 24's "Freeze machine" in Spain,
- it has developed new digital communication campaigns such as Ballantine's live music website elPlanB.tv, with the participation of star producer Carlos Jean, Havana Club's brand new *Nothing Compares to Havana* films on YouTube, as well as the new Kahlúa *Delicioso* campaign featuring Mexican actress Ana de Reguera.

In addition to illustrating the Group's new signature, "*Créateurs de Convivialité*", Pernod Ricard intends to reassert the extent to which innovation, and in particular marketing innovation, is at the core of its premiumisation strategy. During the last two years, and even during the worst period of the crisis, Pernod Ricard never stopped innovating. Marketing investment always remained high and has already returned to its pre-crisis levels, demonstrating a long-term strategic vision: to build strong and premium International brands.

Innovation therefore meets three strategic objectives:

- to enrich the experience of the brands concerned,
- to increase consumption opportunities,
- to target specific consumers.

To achieve these objectives, Pernod Ricard's innovation policy relies on a systematic approach: that of 'creative collaboration'. Whether in terms of product or packaging innovation, consumption patterns or communication campaigns, 'creative collaboration' consists of inviting a variety of different artistic talents to redefine the contours of a brand, and to reinterpret its codes. This results in a 'new environment', which renews the brand's platform, turning its consumers into ambassadors.

Pierre Pringuet, Pernod Ricard's Chief Executive Officer states: "*Innovation is now, more than ever before, at the heart of the Pernod Ricard model. First of all, because its decentralised organisation favours individual decision-making at the level closest to consumers and secondly, because innovation accelerates growth: it is one of the drivers of our premiumisation strategy.*"

\* An analyst and investor presentation, which will be available by webcast, is also planned for tomorrow at Ricard's Paris head office.



Please follow the link below for visuals:

<http://www.pernod-ricard.com/en/pages/2739/pernod/News/Photolibrary.html>

**Shareholders' agenda: 2010/11 half-year sales and results – Thursday 17 February 2011**

### **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. 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: 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 (formerly Montana), Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of about 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 70 "Distribution 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 sense of ethics. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index. Please visit our website for more information: [www.pernod-ricard.com](http://www.pernod-ricard.com)*

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