

Press Release - Paris, 22 February 2017

As the Rio Carnival gets underway, Pernod Ricard Brasil announces the culmination of two responsible initiatives: eco-designed bottle tops and 'Bring Springtime to Sertão'

Pernod Ricard Brasil announces the culmination of two socially responsible initiatives that were launched last year. Since January 2017, all bottles of the subsidiary's local brands are now equipped with eco-designed tops. The viral "Bring Springtime to Sertão" campaign also comes to a conclusion, having raised USD 60,000 in less than three months to build three artesian well in the semi-arid region of Sertão. Specifically, both these initiatives accomplish two of Pernod Ricard's priority commitments: "preserving our planet" and "contributing to the growth of local communities".

"Eco-designed bottle tops": carbon footprint reduced by 600 tonnes of CO₂

Simple and environmentally friendly, petroleum-based plastic bottle tops are now replaced by eco-designed bottle tops made using ethanol produced from sugarcane. This initiative, initially launched for the Montilla and Orloff brands, was extended to all of Pernod Ricard Brasil's local brands: Natu Nobilis, Wall Street, Sao Francisco and Janeiro. Together these brands represent approximately 38 million bottles, i.e. 3.2 million nine-litre cases as of 30 June 2016 (Source: Pernod Ricard). In their first year, eco-designed bottle tops have already reduced carbon footprint by preventing approximately 600 tonnes of CO₂ from being released into the atmosphere. The change of bottle top material has had absolutely no impact on the product's quality or appearance.



"Bring Springtime to Sertão": USD 60,000 raised in three months

At the end of September 2016, the Perrier-Jouët champagne brand launched the "Bring Springtime to Sertão" project with the NGO Olhar do Sertão. The aim is to improve the standard of living for women working in the semi-arid region of Sertão, whose embroidery work embellishes the Martha Medeiros luxury brand of dresses. The viral campaign invited users to post photos of flowers on Instagram using the hashtag #PrimaveraNoSertao; Perrier-Jouët subsequently donated BRL 1 to the NGO for each post. Coupled with a crowdfunding campaign the operation raised USD 60,000 in three months, which will be used to build three artesian wells. The campaign was a huge success: 32,000 photos posted, 76 million people reached, 150,000 followers spontaneously engaged, 3 million likes, and more than 50,000 comments.



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About Pernod Ricard

Pernod Ricard is the world's No 2 in wines and spirits with consolidated sales of €8,682 million in FY16. 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 and Malibu, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of 18,500 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.

About Perrier-Jouët

Perrier-Jouët is part of Martell Mumm Perrier-Jouët, the prestige champagne and cognac business of Pernod Ricard, the global co-leader in the Wines & Spirits sector. Perrier-Jouët is an iconic champagne house with an exceptional vineyard, known for the finesse, floral and elegant notes of its wines. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Studio Glithero, Simon Heijdens and more recently Tord Boontje, Vik Muniz, Mischer Traxler and Ritsue Mishima.

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