

Press Release - Paris, June 19, 2018
Artistic campaign

“Go the Extra Mile” by photographer Kourtney Roy - Pernod Ricard’s 43rd artistic campaign

On the occasion of Pernod Ricard’s annual Summer Party to be held this evening on the Paul Ricard terraces at Centre Pompidou – of which it has been Great Patron since 1997 – the Group will reveal the name of the artist in charge of its 2018 *Carte blanche*.

For this 43rd annual artistic campaign – the ninth by a renowned international photographer – Canadian artist Kourtney Roy has created 18 portraits of Pernod Ricard employees from the world over. This year’s series is called “Go the Extra Mile.”



Kourtney Roy’s work completes a large, rich collection of eight renowned international photographers – Argentine Marcos López, Frenchman Denis Rouvre, Spaniard Eugenio Recuenco, Swiss Olaf Breuning, Australian Vee Speers, Chinese Li Wei, Senegalese Omar Victor Diop, and, last year, German Martin Schoeller. They all have been committed to creating this *Carte blanche*, which gives the artist full creative freedom with a single parameter – using Group employees from all over the world as models.

Kourtney Roy says: “*There are not a lot of projects like this unfortunately, when an artist can go somewhere and have total freedom without the client saying, ‘more this’ or ‘more that.’ Such an opportunity for an artist comes once in a lifetime. The models were amazing. I was afraid they were going to be shy and uncomfortable, but everybody just got really into it. I was super excited, and I’m pleased with the result.*”

According to Olivier Cavil, Pernod Ricard Communications Director: “*It is always an honor to work with a renowned photographer. Embodying one of the Group’s values – this year, our employees’ self-improvement skills – is a true artistic and esthetic challenge. Kourtney brilliantly addressed it while transmitting through images this distinctive sense of conviviality that is so characteristic of Pernod Ricard employees.*”

The “Go the Extra Mile” campaign will be fully unveiled within the pages of Pernod Ricard’s next annual report and presented to the public at Paris Photo – the not-to-be-missed photo event held at Paris’ Grand Palais from November 8 to November 11.

More info about this unprecedented art campaign [here](#).



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About Pernod Ricard

Pernod Ricard is the No.2 worldwide in Wines & Spirits with consolidated Sales of € 9,010 million in FY17. 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 industry: 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, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard employs a workforce of around 18,500 people and operates through a decentralized organization, with 6 "Brand Companies" and 86 "Market Companies" established on 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 guiding 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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