

## INTRODUCING JAMESON ORANGE – COMBINING THE ZEST OF BOTH WORLDS



The UK's no.1 Irish Whiskey is introducing a zesty new expression to its core range – Jameson Orange – combining the finest triple-distilled Jameson Irish Whiskey infused with natural orange flavouring. Debuting on UK shelves and on-premise from August 2021, Jameson Orange is a deliciously smooth, naturally zesty, subtly sweet and perfectly balanced expression.

Bottled at 30% ABV, Jameson Orange is bursting with flavour and introduces a modern, low-sugar twist to the growing flavoured spirits category, which accounts for 95% of NPD volume in the On-Trade<sup>1</sup> and has driven 80% of all Off-Trade spirits NPD sales in the last two years<sup>2</sup>. Orange has also been one of the key growth flavours in the past three years and over one quarter of consumers typically drink orange flavoured serves<sup>3</sup>.

The spirit drink is set to attract younger millennial and Gen Z drinkers with its innovative proposition, and flavoured Imported Whiskey has strong appeal amongst 18-34 year olds<sup>4</sup>. Jameson is growing +20% in Off-Trade value, almost twice as fast as the Total Whiskey category (+11.2%), and holds a 78% value share of Irish Whiskey in the UK<sup>5</sup>. In the On-Trade pre-COVID, Jameson was growing +10% in value vs. the Imported Whiskey category which was in decline<sup>6</sup>.

Ian Peart, Commercial Director at Pernod Ricard UK, comments: “With the popularity of flavoured spirits on the rise and Jameson continuing to fly in the UK, Jameson Orange is perfectly positioned to tap into this growing consumer opportunity. The newest innovation in the Jameson family builds on the brand’s carefully crafted process to offer an accessible entry point from which to explore a value rich category and engage new consumers. We’re confident that this focus on taste and quality will appeal to a broad audience of whiskey fans, bartenders, and curious spirit drinkers looking to explore and experiment.”

Jameson Orange is inspired by garnishes served alongside classic cocktails, and is best enjoyed over ice with lemonade and a wedge of orange for a crisp and refreshing taste, or as an ingredient to enrich cocktails such as the Espresso Martini and Whiskey Sour.

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<sup>1</sup> CGA OPMS data to 21.03.20

<sup>2</sup> Nielsen Homescan NPD value % share of total NPD, where NPD = sales L2Y vs. number of sales 3YA, data to 27.03.21

<sup>3</sup> CGA Mixed Drinks Report Q3 2020

<sup>4</sup> Omnichannel research – 40% of Flavoured Imported Whiskey drinkers are under 35yrs old vs. 17% Total Whisk(e)y drinkers

<sup>5</sup> AC Nielsen | Total Off-Trade Value | MAT to 19.06.21

<sup>6</sup> CGA OPMS data to 21.03.20

Jameson is investing significantly in the launch, which is being supported throughout October by a Through-The-Line campaign including digital, social and VOD media, experiential, as well as Off-Trade, On-Trade and eCommerce activity, and reinforces Pernod Ricard's focus on creativity, innovation, and consumer relevancy.

Jameson Orange will be available in Booker and Costco from mid-August and will hit shelves in Tesco on 30<sup>th</sup> August, before launching in Waitrose and on Amazon at the end of September, and in Sainsbury's from late-October at an RRP of £23.95. Jameson Orange will also be available through Matthew Clark, Venus Wines & Spirits, Hills Prospect and LWC Drinks Ltd.

**-ENDS-**

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## Notes to Editors

### Tasting Notes

Nose:

- Exceptionally well-balanced aromas of zesty peel and juicy orange citrus fruits, with sweet whiskey undertones

Taste

- Delicate, smooth and full mouthfeel with distinctive notes of orange zest as well as spicy, nutty, sweet vanilla

Finish

- Clean finish with a sweet orange aftertaste

### Jameson Orange and Lemonade

50ml Jameson Orange

150ml Clear Lemonade

Wedge of Orange to garnish

- Fill a highball glass with ice and pour in Jameson Orange
- Top up the glass with a good quality lemonade, and stir briefly to mix
- Add a large wedge of orange to garnish

### About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,448m in 2019/2020. 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, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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