

SAY G'DAY TO LEAPS & BOUNDS – A NEW AUSTRALIAN WINE CRAFTED OUT OF THE LOVE FOR OUR CANINE COMPANIONS



Leaps & Bounds is a new range of Australian wines inspired by the faithful furry companions we hold so dear, and honours the paw prints they've left on the world, however big or small. Leaps & Bounds started its journey with a simple insight – 80% of UK wine drinkers love dogs¹ – which grew into a love affair with how the simple things in life should always be appreciated. The brand has been created to inject character into the wine space and bring new consumers to the category.

Initially launching with a Shiraz and a Chardonnay, the exciting new wine range has been crafted to hero the everyday dogs of the world by shining a spotlight on their inquisitiveness, bravery and loyalty, by celebrating their story on-pack. The Shiraz heroes the 'adventurous' nature of 'Bob', a masterless dog who travelled thousands of miles as a faithful companion to many train drivers and engineers, whilst the Chardonnay champions the 'legendary Pickles', a clever black and white collie known for finding the stolen 1966 World Cup trophy.

Lucy Bearman, Wine Portfolio Director for Pernod Ricard UK, comments: "The relationship we have with dogs is unique, and the UK has seen a huge increase in dog owners over lockdown and Leaps & Bounds is perfectly positioned to capitalise on their popularity. Our four-legged friends are all bright, characterful and remarkable, and our new wine is no different. Leaps & Bounds speaks louder than words – inquisitive in creation, bold with flavour, and loyal to nature – and we're confident consumers will be delighted to discover the legendary tales behind this delicious wine."

Leaps & Bounds is the newest addition to Pernod Ricard UK's already strong range of premium wines, and will complement its Australian wine portfolio, which remains the leading Country of Origin². The launch will be supported by a digital programme of events including influencer activity to engage consumers. Leaps & Bounds has an ABV of 14% and is available exclusively from Amazon at an RRP £9.

-ENDS-

¹ Toluna Quantitative Research, July 2021

² AC Nielsen | Total Off-Trade | MAT value % share to 19.06.21

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Notes to Editors

Tasting Notes

- **'Bob' Shiraz** – spicy and silky with plum, blackberries and hints of rich dark chocolate
- **'Pickles' Chardonnay** – a vibrant mix of lemon zest and ripe melon supported by roasted almond on the finish

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, 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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