

THE GLENLIVET WELCOMES CONSUMERS 'BEYOND THE FIREPLACE' TO ENJOY WHISKY AND SUMMER

- Disruptive pop-up to break old whisky conventions with a Caribbean-inspired outdoor experience
- Pop-up to drive footfall into the On-Trade with partnership with Ninety One Living Room
- Whisky & summer digital media campaign to champion new consumption occasions



The Glenlivet, the original Speyside single malt, is inviting consumers to go 'Beyond The Fireplace' with the launch of a Caribbean-inspired outdoor experience. The East-London pop-up will be coming to Brick Lane's Boiler House between 19th - 22nd August and will recreate a tropical beach party, featuring immersive moments, creative whisky tastings and live DJs. [Tickets](#) cost £12.50 and include two 2 complimentary drinks¹.

Challenging traditional single malts stereotypes, visitors to the experience will be invited to enter through an unexpected entrance – an oversized fireplace – before stepping into a courtyard transformed into an exotic hideout that combines the heritage of Scotch whisky with the flavour and soul of the Caribbean. Guests will also be able to enjoy a bar menu of refreshing The Glenlivet Caribbean Reserve serves, including a Tartan Tiki cocktail with peach soda and pineapple, or a tropical take on a whisky sour.

Visitors to 'Beyond the Fireplace' will have the chance to win a bar tab at East London jazz venue, Ninety One Living Room, by sharing their experience on social media using #WhiskyAndSummer and tagging @TheGlenlivet. Guests will also be given a redeemable voucher for a free Tartan Tiki cocktail to enjoy at the adjoining Ninety One Living Room following the event.

Marnie Corrigan, Brand Director at Pernod Ricard UK comments, "The Glenlivet has a rich history of breaking traditions, and our Beyond The Fireplace experience will challenge perceptions that whisky isn't a summer drink by opening up the world of single malts to a new group of consumers. This experience brings to life our 'Original by Tradition' platform, and continues to support the launch of our new The Glenlivet Caribbean Reserve, which combines the heritage of Scotch whisky with the flavour and soul of the Caribbean to recruit new-to-category drinkers."

Throughout August, The Glenlivet is also running a digital-first disruptive media campaign across social media channels and Amazon search display, bringing its whisky and summer message to life. The Glenlivet is experiencing +43.3% value growth and is growing over triple the rate of Total Spirits (+14%)¹ and well ahead of the Malt category (+20.6%)².

¹ AC Nielsen | Total Off-Trade | MAT value to 19.06.21

² AC Nielsen | Total Malt | MAT value to 19.06.21

-ENDS-

For further information please contact: Mo Brownridge mo.brownridge@pernod-ricard.com.

Notes to Editors

About The Glenlivet Caribbean Reserve

The Glenlivet Caribbean Reserve is selectively finished in rum barrels, resulting in a single malt that is bold, sweet and tropical. Best enjoyed neat or over ice in the sun, or within a Tartan Tiki cocktail.

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.

For latest news and information: Website www.pernod-ricard.com/en/locations/uk Twitter @pernodricarduk

ⁱ Strict health and safety processes will be in place, including stringent cleaning schedules and temperature checks of all guests upon arrival