



September 2021

There's a new horse in town, a Horse with No Name!

Pernod Ricard UK launches new to market straight Bourbon infused with habanero chili distillate and created by Monkey 47 Schwarzwald Gin founder Alexander Stein



Legendary Monkey 47 founder, Alexander Stein, did not spend lockdown watching daytime TV. Instead, he let his creativity run riot in the depths of the Black Forest and founded a new company, The Horse's Spirit Company. The aim? To blend the centuries-old distilling expertise of the Black Forest with the traditional production of American whiskey, capturing the best of both worlds. The result? Horse with No Name, a straight Bourbon infused with 2% habanero chili distillate.

In keeping with the idea that a cobbler should always stick to his last, the Horse's Spirit Company decided to partner up with the Firestone & Robertson Distillery in Texas to create the "All Git-Out" proprietary mash bill. For the time being, the Bourbon will be provided by Pernod Ricard USA and in the mid-term, good things come to those who wait, it will be exclusively produced by Firestone & Robertson Distillery.

The Bourbon is aged for four years in toasted American oak barrels then blended with habanero distillate produced from specially cultivated Red Savina habanero chilis grown in the Black Forest. Versatile and intriguing, Horse with No Name can be enjoyed neat, as a twist on classic bourbon cocktails such as the Mint Julep, or Old Fashioned, or mixed with cola and a squeeze of fresh lemon and lime for a Cowboy Spritz!



Ian Peart, Pernod Ricard UK Commercial Director, comments: “We are beyond excited to launch Horse with No Name in the UK due to the phenomenal success we have seen with Monkey 47. Horse with No Name once again offers our customers an intriguing new spirit, which is sure to become a talking point with consumers at the bar, as well as an original brand identity that we will be activating across the On-Trade in the coming months. Watch this space!”

Horse with No Name is 45% ABV and available in 500ml bottles (RRP £47.89) via Master of Malt and Amazon. On-Trade stockists include Venus, Amathus, Enotria and DMD.

-ENDS-

Notes to Editors

Visit <https://horsewithno.name> and follow @horsewithno.name on Instagram to find out more and keep up to date with the latest news.

Key Serves

Cowboy Spritz

4cl Horse with No Name
1 dash Lemon Juice
1 dash Lime Juice
10cl Coca-Cola
Garnish with Lemon Zest

Stir up all the ingredients with ice cubes and serve in a glass with a garnish of lemon zest.

Horse's Neck

5cl Horse with No Name
1 dash Angostura Bitters
10cl Ginger Ale
Garnish Lemon Zest

Pour the Horse with No Name into a glass full of ice cubes, then fill up with Ginger Ale and Angostura Bitters. Garnish with a long spiral of lemon zest.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. 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, Lillet, Malibu, Malfy, KI NO BI, Italicus, Del Maguey, 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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