

REDBREAST ANNOUNCES THE IBERIAN SERIES

Redbreast Pedro Ximénez Edition revealed as first new release to celebrate Redbreast's deep ties to the Iberian peninsula's finest cooperages and winemakers



Redbreast Irish Whiskey has unveiled a new collection of whiskies, the Iberian Series, which celebrates the brand's long-standing connection to some of the Iberian Peninsula's most celebrated cooperages and winemakers. Redbreast Pedro Ximénez Edition will join the award-winning Lustau Edition¹ in the inaugural Redbreast Iberian Series line-up, demonstrating how Ireland and Iberia's rich heritages can combine to create whiskies that are truly extraordinary.

The first limited edition release to join the series, Redbreast Pedro Ximénez Edition is a single pot still Irish whiskey, triple-distilled and initially matured in ex-bourbon and oloroso sherry casks before being re-casked into delectable Pedro Ximénez hogsheads from the southern tip of Spain for a minimum of 12 months. Just half the size of a standard sherry butt, the increased surface area of the hogshead intensifies the flavour contribution from the Pedro Ximénez-soaked wood, imparting notes of treacle, raisins and orange zest thanks to the sweeter grape variety used in the world renowned sherry.

Redbreast Lustau Edition – launched in 2016 to critical acclaim – will remain the anchor expression in the Redbreast Iberian Series and will be joined by a new Limited Edition release from time to time. Each subsequent expression in the series will represent a new chapter in exploring the casks, flavours and aromas from this region.

Ian Peart, Commercial Director at Pernod Ricard UK, comments: "Iberia has been central to the history of Redbreast for decades, and the close relationships fostered there have led to many delightful discoveries that take the region's influence on our whiskey to another level. Redbreast Pedro Ximénez Edition offers a distinctive twist to the signature Redbreast character, which will appeal to both existing fans of the brand, and to new to whiskey spirit drinkers who like to try something a little unique and special."

Redbreast Single Pot Still Irish Whiskey Pedro Ximénez Edition is bottled at 46% ABV, without chill-filtration. It is available from Master of Malt and The Whisky Exchange at an RRP of £72.

¹ In 2021, Redbreast Lustau Edition was awarded a Double Gold medal at the San Francisco World Spirits Competition and a Gold medal by the International Spirits Challenge and Beverage Testing Institute.

-ENDS-

Notes to the editor:

Tasting notes for Redbreast Pedro Ximénez Edition:

Nose: Hints of fruit, spices and toasted nuts combine with the subtly sweet aroma of Pedro Ximénez sherry seasoned casks.

Taste: A zesty, syrupy mouthful with the perfect balance of fruit, spice and toasted notes.

Finish: Satisfyingly rich and long, sweet flavours linger on the palate.

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, 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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