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PLYMOUTH GIN UNVEILS NEW, MORE SUSTAINABLE BOTTLE

Significant improvements have been made to the Original Craft Gin's iconic bottle across the full portfolio to support the brand's growing sustainability ambitions



The Original Craft Gin, Plymouth Gin, has undergone a makeover to significantly improve the sustainability credentials of its iconic bottle. Still handmade in England's oldest working distillery, using the original recipe since 1793, the new bottle design has eliminated all single-use plastic and reduced the overall weight of the glass by 15%, equating to 60 tonnes of carbon a year¹.

The new bottle is an evolution that optimises the most recognisable elements of the bottle's current design, most importantly, Plymouth Gin's iconic bottle shape. Significant improvements have been made including the introduction of paper labels and an updated closure from PVC to recyclable PET. The iconic monk that sits at the bottom of the bottle used to be applied by a plastic label and is now elegantly embossed directly onto the glass.

Toni Ingram, Global Brand Director for Plymouth Gin, comments: "Consumer research highlighted a love for the iconic 'sea green' bottle and an opportunity to enhance our Super-Premium, craft credentials. We've also simplified the messaging on the bottle to communicate the most important messages that resonate with our consumers, such as the fact Plymouth Gin is still hand-crafted and Batch-distilled, using 100% Dartmoor water. The new bottle design is just one of many new initiatives Plymouth Gin will unveil this year in its journey to ensuring sustainability is front and centre. Plymouth

¹ Based on 600,000 bottles

Gin has already made great strides in this area with the distillery using 100% renewable electricity and ensuring our gin botanicals are recycled via an anaerobic digestion power plant to turn waste into energy.”

Earlier this year, Plymouth Gin announced a long-term partnership with the Ocean Conservation Trust as part of its mission to drive awareness of the importance of a healthy ocean. Plymouth Gin’s history is intrinsically linked to the ocean. It continues to be distilled in Plymouth using the highest quality Dartmoor water and has a long history travelling the seas with the Royal Navy. With the global ocean conservation charity’s headquarters based on the doorstep of England’s oldest working gin distillery, the distillery team regularly support the charity with beach cleans across the local area and watch this space for more to come from the partnership.

The new pack design will roll out from this month across Plymouth Gin’s full range worldwide: Plymouth Gin Original Strength, Plymouth Gin Navy Strength, Plymouth Sloe Gin and Plymouth Fruit Cup. A new campaign will support the launch in the US by driving awareness across radio, print and in-store media.

-ENDS-

Notes to Editors

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.

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

About The Gin Hub

The Gin Hub is where you will find our collection of wonderful International Gins: Beefeater, Plymouth, Malfy, Monkey 47 and KI NO BI as well as the passionate people behind them. Created in London in July 2017, The Gin Hub was born as a stand-alone company, which now reports to Pernod Ricard UK, to drive the global development of its portfolio of International Premium Gin brands. Nimble and experimental, The Gin Hub is a place where world-class expertise is celebrated, where innovation and ideas are nurtured and where its gin brands can truly thrive.