

CEDER'S 'JANUARY. IT'S ANYTHING BUT DRY' CHALLENGE TO CONNECT CONSUMERS WITH THEIR FREE SPIRITS

*Social media and influencer campaign to run throughout January
New label design introduced to emphasise the flavour and craftsmanship of the CEDER'S range*



CEDER'S, the premium distilled non-alcoholic spirit, is inspiring consumers to 'Live Free Spirit' and embrace different challenges and activities through its 'JANUARY. IT'S ANYTHING BUT DRY' campaign. The brand is aiming to break the stereotype of how January is perceived and get everyone to Live Free Spirit for the month and beyond. Coinciding with the campaign, CEDER'S is also introducing a new look for its award-winning¹ line-up, further defining its position within the fast-growing no and low alcohol category.

The new campaign encourages consumers to start the year by making the most of every moment and embracing January to the fullest. Throughout the month, CEDER'S will be sharing a weekly Instagram challenge with its followers to bring to life what Live Free Spirit really means, by pushing people out of their regular routines and demonstrate that January is anything but dry. Followers will be invited to join in for a chance to win a bottle, and the campaign will also be supported by influencer engagement.

Leanne Banks, Marketing Director at Pernod Ricard UK, comments: "January is usually filled with short days, long nights and cold weather and we tend to use the time to focus on restrictions. CEDER'S is all about zero moments missed so that you can embrace life to the full and Live Free Spirit, and our new campaign aims to inspire consumers to start the year right and try new things."

CEDER'S continues to add value to the no and low category, which is in triple-digit growth², and from January new packaging will be rolling out across its range of four premium blends to drive stronger stand

¹ Low & No Masters 2021 (Ceder's Wild and Crisp = Gold, Ceder's Pink Rose = Silver), International Wine and Spirits Competition 2021 (Ceder's Crisp = Gold, Ceder's Wild = Silver, Ceder's Pink Rose = Bronze), San Francisco Wine and Spirits Competition (Ceder's Classic and Crisp = Silver, Ceder's Pink Rose and Wild = Bronze)

² AC Nielsen | Total Off-Trade | MAT value sales data to 11.09.21

out on shelf and reinforce the brand's zero alcohol, zero sugar, and zero calories credentials. The front, back, and neck labels have been subtly enhanced to communicate stronger craft cues, copper accents nod to the distillation process, and the wreath which is central to the CEDER'S identity has been restyled with increased prominence. Visual descriptions of the CEDER'S perfect serve with tonic also now accompany each blend on the back labels.

The CEDER'S recipe has been developed by distilling both classic gin botanicals like juniper with more exotic botanicals like rooibos and buchu, sourced from the Cederberg Mountains of the Western Cape in South Africa – where CEDER'S gets its name. Available in 500ml bottles, CEDER'S has an RRP of £18 and is available from Tesco, Waitrose, Ocado, Amazon and The Whisky Exchange.

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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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