

AN ICON RE-BORN: CHIVAS 12 UNVEILS BOLD, CONTEMPORARY NEW LOOK

Redesign to appeal to a new, status-conscious generation of Scotch Whisky drinkers

New bottle will save over 1,000 tonnes of glass annually



Scotch whisky, Chivas Regal, has unveiled a fresh new look for its flagship blend in the biggest redesign in the brand's 112 year history. Chivas 12 has undergone an extensive redesign of its bottle, label, and pack, ushering in a striking new look that blends boldness, modernity, and status while still flexing the luxury and distinguished heritage long associated with Chivas Regal.

The new bottle has been reshaped and elongated to stand taller and prouder while still retaining its recognisable rounded shoulders. A redesigned crest shines a light on the beating heart of Chivas – the 'luckenbooth', a symbol embodying the brand's values of ambition, generosity and unapologetic success. The entire redesign was conceived with sustainability at its heart and the new bottle is lighter, saving over 1,000 tonnes of glass annually.

The new-look Chivas 12 seeks to capture the attention of a new successful, status driven and style-conscious generation of Scotch Whisky drinkers, aged 18-32 years old, who buy into new luxury. This demographic is a pool of 3.2million consumers¹ not currently targeted by whisky brands, and yet 47% say 'it's important to spend more on alcohol when looking to impress' and signal status², demonstrating the rich opportunity to tap into this audience.

Ian Peart, Commercial Director at Pernod Ricard UK, commented: "According to a recent Savanta study³, Chivas Regal is the most loved Scotch in the UK and we're proud to deliver a redesign that speaks the language of a fresh new generation of Chivas drinkers while bringing established enthusiasts and connoisseurs along for the journey. Social media has introduced a new, broader audience to the wonder of whisky – consumers with a hustle-first ethos that seek out upmarket brands to align themselves with. We have taken a bold, yet meticulous approach with all aspects of this redesign, and I'm looking forward to seeing our taller bottle take pride of place on-shelf."

¹ GlobalWebIndex Q3 2020, UK market

² Independent research

³ Savanta, 100 Most Loved Drinks Brands in the UK



CHIVAS REGAL



Pernod Ricard UK
Créateurs de convivialité

Premium blended Scotch is experiencing double-digit value growth in the Off-Trade, and Chivas 12 has a 43% share of the category⁴. To support the redesign of its iconic bottle, Chivas Regal will be focusing on celebrity and influencer endorsement, culture-driven collaborations and targeted digital media to drive high profile online awareness amongst target consumers.

The new Chivas 12 bottles are available from major wholesalers and cash & carries including Bestway, Booker and Parfets. Chivas 12 has an RRP of £29.95 for a 70cl bottle.

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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, Aberlour, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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⁴ AC Nielsen, Total Off-Trade, Value Share MAT to 11.09.21