

## PERNOD RICARD UK TAKES OVER REPRESENTATION OF LA HECHICERA ULTRA-PREMIUM COLOMBIAN RUM



Pernod Ricard UK is delighted to announce that it has become the new UK distributor for La Hechicera, a multi-award winning<sup>1</sup> fine aged rum, which joins the drinks company's portfolio of Enterprise Brands. Straight from Colombia's exuberant Caribbean coast, La Hechicera (pronounced *etch-ee-she-ra*) means 'The Enchantress' in Spanish, and celebrates the seductive beauty of the country's natural landscape.

The brand was originally launched in 2012 by Miguel and Laura, members of the long-established spirit-producing Riascos family, along with their friend Martamaria Carrillo. The full range includes the core expression of La Hechicera Reserva Familiar and two limited editions innovative rums: Serie Experimental No. 1, finished in Muscat casks; and Serie Experimental No. 2, naturally infused with organic bananas.

La Hechicera Reserva Familiar is a blend of fine aged Hispanic-style rums, matured in former bourbon barrels made of American white oak. With a heady scent of toffee and orange peel on the nose, and distinctive notes of tobacco and roasted coffee on the palate, the blend of rums without added sugar is crisp, dry and smooth.

Mark Makin, Enterprise Brands Controller at Pernod Ricard UK, comments: "Our portfolio of Enterprise Brands identify and incubate the next generation of cult spirit brands for future growth. La Hechicera is an exciting and distinctive addition to the portfolio, further strengthening our position in Premium+ rum. The brand is already popular among rum enthusiasts, and its unique craftsmanship makes La Hechicera one of the most exclusive high-end rums. The golden rum category is growing +8%<sup>2</sup> and our ambition is to capitalise on this momentum by expanding distribution of La Hechicera within the UK to recruit new consumers."

The representation of La Hechicera demonstrates the commitment Pernod Ricard UK has for the trade as it continues to invest in its brands. Premiumisation has been seen both in and out of the home as

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<sup>1</sup> Recent awards include two Gold medals in the 2021 Spirits Business Luxury Masters

<sup>2</sup> AC Nielsen | Total Off-Trade | MAT value sales data to 11.09.21



consumers continue to treat themselves to affordable luxuries, demonstrating the resilience of the spirits sector and supporting the On-Trade recovery.

La Hechicera Reserva Familiar is 40% ABV and available in 700ml bottles, RRP £45, from Ocado, Amazon, Master of Malt and The Whisky Exchange. On-Trade stockists include Speciality Drinks, Amathus, Enotria, LWC and Hammonds.

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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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