

BOXPARK WELCOMES PERNOD RICARD UK AS ITS NEW POURING PARTNER



MARCH 2022, LONDON - BOXPARK, the award-winning food and events venue, has announced Pernod Ricard UK as its new spirits pouring partner and brand sponsor to support its famous events programme.

Premium spirit brands within Pernod Ricard UK's portfolio, such as Havana Club, Beefeater, Absolut, Jameson, Malibu and Chivas Regal, will now be available to consumers at BOXPARK bars across its London venues (Shoreditch, Croydon and Wembley). The wine and spirits company will have pouring rights at BOXPARK bars until 2024.

The partnership will drive On-Trade sales for Pernod Ricard UK as it looks to raise awareness of its premium portfolio of brands by offering real-life experiences for consumers, kicking off with a Whiskey Wheel activation and drinks promotion by Jameson Orange at BOXPARK Shoreditch which launched on St. Patrick's Day.

As part of the collaboration, Pernod Ricard UK will amplify BOXPARK's events and brand campaigns throughout the year, focusing on joint core themes around inclusivity, diversity, music, arts and culture. The partnership will give Pernod Ricard UK the opportunity to sponsor existing flagship events at BOXPARK and to host branded events at the venues.

Together, BOXPARK and Pernod Ricard UK will create rich content and leverage relationships with emerging talent, artists and culture partners to deliver immersive events, including weekly DJ sets, live gigs and drink specials.

The partnership supports Pernod Ricard's commitment to investing in promising, aspirational brands, such as BOXPARK, which puts culture, sustainability and people at the heart of the business.

BOXPARK COO Ben McLaughlin comments on the partnership: “We are thrilled to have Pernod Ricard UK on board as a new partner and believe there is a strong synergy between the brands. Through our exciting new house pour selection of premium spirits and their support on upcoming activations and events, together we can create memorable moments and immersive experiences for our customers. Furthermore, the partnership demonstrates the constant innovation and ever-evolving nature of our business as we aim to put cultural trends and consumer behaviours at the forefront of what we do at BOXPARK.”

James Bremner, Pernod Ricard UK On-Trade Channel Director comments: “We are delighted to be partnering with BOXPARK to offer consumers our range of premium spirits and exciting brand experiences, reflecting Pernod Ricard’s ambition to create moments of conviviality. Last year’s Jameson Orange activation at BOXPARK Shoreditch was a huge success and it was clear that our approach to collaboration and our values are aligned. We’re looking forward to what we hope will be a long-term partnership as we look to lead the way in cultivating innovative experiences.”

-ENDS-

Notes to Editors

For further press information or images about BOXPARK, please contact Here Be Dragons: boxpark@herebedragons.co.

For more information about Pernod Ricard UK, please contact: mo.brownridge@pernod-ricard.com.

About BOXPARK

BOXPARK Shoreditch, originally coined ‘the world’s first pop up mall’, launched in 2010. Effortlessly fusing the concepts of the modern street food market and the pop-up retail mall, BOXPARK stands proudly in the heart of London’s Shoreditch to deliver a community of both independent and established brands specialising in fashion, arts, food and drinks.

BOXPARK Croydon opened in October 2016. It is the biggest food and culture outlet of its kind in London with over 30 street traders from around the world, both established and start-up, set in over 90 shipping containers. BOXPARK Croydon has a large space, plus a dedicated community-led events programme that offers music nights, markets, fitness sessions and more.

BOXPARK Wembley - the sibling site to Croydon with a twist, opened in December 2018 and is the largest venue to date. Offering a diverse selection of street food traders and a year-round schedule of entertainment, BOXPARK Wembley provides the ultimate fanpark area with a 20,000 square foot dedicated events space, boasting an immersive food, drink and leisure experience based on the BOXPARK philosophy of Eat. Drink. Play.

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.

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