

PERNOD RICARD UK STRENGTHENS ITS PREMIUM WINE PORTFOLIO WITH EXTENSIONS TO ITS TWO NEWEST BRAND LAUNCHES

Introducing Cafayate Estate Malbec and Leaps & Bounds Sauvignon Blanc



Pernod Ricard UK is adding to its already strong portfolio of premium wines with the launch of two new expressions, extending its Cafayate and Leaps & Bounds ranges. Cafayate Estate is a Malbec from one of the most prestigious wineries of Argentina, whilst Leaps & Bounds Sauvignon Blanc is an Australian wine that started its journey with a simple insight – 80% of UK wine drinkers love dogs – and was inspired by the winery’s own dogs. Both wines are on-shelf now in J Sainsbury’s and the launches are being supported by PR and influencer activity, as well as social media to engage consumers.

Cafayate Estate Malbec

A wine defined by altitude, Cafayate Estate Malbec is made entirely from grapes grown at 1,750m above sea level, where the combination of high altitude and the intense climate and characteristics of the Cafayate Valley result in an aromatic wine of great concentration and depth.

The Cafayate winery is one of the highest wine regions in the world and has been producing award-winning wines born in extreme conditions since it was founded in 1850, making it one of the oldest operating wineries in Argentina. The full winemaking process from harvest to fermentation, ageing and bottling, is completed entirely at the winery under sustainable agricultural practices which favours meticulous care for the region.

An intense violet red, Cafayate Estate Malbec has aromas of ripe plum and raisins, with hints of sweet and toasted spices on the nose as a result of ageing in oak. It is a balanced and full-bodied wine, with a smooth mouth finish, ideal for pairing with grilled red meat, pasta and salads.

Cafayate Estate Malbec joins Rutas de Cafayate Malbec, which launched in October 2020. Argentinian wine is amongst the top 10 Countries of Origin¹ and the category is growing +4.4% in value, and as wine consumers’ love of Malbec also continues, the grape varietal has overtaken Shiraz as the no.4 varietal in the UK².

¹ AC Nielsen | Total Off-Trade | MAT value % share to 01.01.22

² AC Nielsen | Total Off-Trade | MAT value to 01.01.22

Lucy Bearman, Pernod Ricard UK Wine Portfolio Director, comments: “Malbec is the fastest growing grape varietal³ and we are seeing consumers explore the Argentinian category through premium offerings as they look to trade up. The Super-Premium and Fine Wine segments of the category are growing at +10% and +23.4% respectively⁴, and the elegant packaging and unique style of Cafayate Estate makes it well positioned to capture this value growth and attract shoppers seeking a great wine to gift or treat themselves with.”

Leaps & Bounds Sauvignon Blanc

Inspired by the faithful furry companions we hold so dear, Leaps & Bounds is a range of Australian wines that celebrates the heroic stories of everyday dogs on each bottle. The newest member of the pack, Leaps & Bounds Sauvignon Blanc, heroes ‘Bud’, the first dog to travel across America by car.

This flavoursome Sauvignon Blanc has fragrant tropical aromas and a fresh crunchy finish. It expels tropical characters of melon, guava and kiwi fruit with citrus freshness and green apple and has a crunchy acidic vibrancy. It is perfectly paired with fresh seafood, chicken and leek pie or a Thai chicken salad.

Leaps & Bounds Sauvignon Blanc joins the Shiraz and Chardonnay in the range and Australia remains the leading Country of Origin⁵. Sauvignon Blanc continues to be the leading grape varietal⁶ and Australian Sauvignon Blanc has experienced a +31.1% volume increase over the last 12 weeks⁷.

Lucy Bearman, continues: “Following the successful launch of Leaps & Bounds last year, we’re pleased to be adding a Sauvignon Blanc to the range to further capture consumers attention with the brand’s undeniable charm and adventurous attitude. We are taking a digital-first approach to the brand’s marketing to engage with dog loving wine drinkers online, and we’re confident consumers will be delighted to discover the legendary tale behind this delicious new wine.”

Cafayate Estate Malbec (RRP £11) and Leaps & Bounds Sauvignon Blanc (RRP £9) are both available now from J Sainsbury’s.

-ENDS-

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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, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa,

³ AC Nielsen | Total Off-Trade | MAT value to 01.01.22

⁴ AC Nielsen | Total Off-Trade | MAT value to 01.01.22

⁵ AC Nielsen | Total Off-Trade | MAT value % share to 01.01.22

⁶ AC Nielsen | Total Off-Trade | MAT value % share to 01.01.22

⁷ AC Nielsen | Total Off-Trade | 12 weeks volume growth to 01.01.22



Pernod Ricard UK
Créateurs de convivialité

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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