

LILLET CELEBRATES 150 YEARS AND RAISES A GLASS TO FEMALE BARTENDERS

Introducing 'L pour Elles': an accreditation to celebrate and support female bartenders



Inspired by Lillet's longstanding commitment to celebrating women, 'L pour Elles' shines a light on female hospitality professionals who play with the rules by defining their own paths. Lillet brings the initiative to life through a map highlighting female-led and operated bars available on the brand's website, lillet.com, and a convivial and purposeful celebration at Maison Lillet gathering the 'L pour Elles' ambassadors on the occasion of the brand's 150th anniversary.

'L pour Elles' – an Anniversary with a Purpose

In a world where the hospitality industry has been severely impacted by the Covid-19 pandemic, and where females represent just 25% of hospitality leadership positions¹, Lillet believes supporting female bartenders has never been more important. The 'L pour Elles' accreditation and map make it easier to find and support female-led and operated establishments around the world and promote diversity and self-expression in the profession.

'L pour Elles' is the newest expression of Lillet's longstanding support for women's empowerment and self-expression. Since its creation in 1872, Lillet has celebrated women in its advertising and still today, women remain at the heart of the Maison's essence. Through the initiative, Lillet is promoting diversity within the industry, as the brand will be offering all of the bartenders featured on the 'L pour Elles' map 70 hours of free online Professional Bar Training (worth £375) to allow them to grow their bartending and bar management skills.

In the UK, female managers from venues such as The Flower House, The Artesian and Happiness Forgets will be included on the map and feature a Lillet Spritz on their menus. Lillet will be investing in digital media to drive footfall to the 'L pour Elles' venues, and the full list includes:

- Rosie Stimpson – Oriole, Farringdon
- Giulia Cuccurullo – The Artesian, The Langham Hotel
- Samantha Duerr – LPM, Mayfair
- Chelsie Bailey – Happiness Forgets, Shoreditch
- Jo Jackson – The Flower House, Marylebone
- Mia Johansson – Swift, Soho and Shoreditch
- Alice Wakley – Balthazar, Covent Garden

¹ Women in Hospitality, Travel and Leisure Report 2020

- Stef Heron – Nebula, Hackney

Leanne Banks, Marketing Director at Pernod Ricard UK, comments: “Lillet’s story has always been decidedly female-forward and in 2022, the Maison is proud to start writing a new chapter for and with women in ‘L pour Elles’. With this important initiative, we believe we can transform the simple act of going out and having a drink into a movement that supports female bartenders, one glass at a time. We can think of no better way to celebrate and share Lillet’s 150th anniversary than by continuing the brand’s tradition of playing with the rules and championing women creating change in hospitality.”

Celebrating 150 Years of Maison Lillet

2022 is Lillet’s 150th anniversary year, and marks the moment Maison Lillet boldly first imagined “the first wine-based aperitif from Bordeaux” by daring to blend Bordeaux wines with fruit macerations. Lillet has been crafted at Maison Lillet since 1872 in Podensac, a small village south of Bordeaux, according to a secret recipe made using traditional French elaboration. After 150 years, Lillet remains an apéritif that defies categorisation, and is still crafted by a small team of 10 people.

The premium low-ABV long drink continues to delight sophisticated palates around the world and the brand is growing in volume +32%², accelerated by the popularity of key serves like the Spritz and distribution of Lillet Rosé across 139 Waitrose stores. Lillet is available in three unique varieties in the UK: Rosé, Blanc and Rouge (RRP £17), and the brand’s signature serve is the Lillet Rosé Spritz, made with 1 part Lillet Rosé, 2 parts tonic, grapefruit and a sprig of thyme to garnish, enjoyed in a tall wine glass.

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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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² CGA OPMS, Total GB On-Trade, latest 6 months vs. 2YA, data to 01.01.22