

May 2022

SAY CIAO! TO MALFY GIN & TONICA

Malfy taps into growing consumer demand for convenience by launching first ready-to-drink glass bottle, the Italian way



Malfy is celebrating its Italian roots with the launch of Malfy Gin & Tonic, a brand new range of refreshingly tasty and elevated ready-to-drink (RTD) Gin & Tonics in a Super-Premium, glass bottle format. Malfy Super-Premium Gins truly encapsulate the spirit of the Amalfi Coast and the RTD range will allow more consumers to sample a taste of 'La Dolce Vita', with a new convenient format that is ready to be served, savoured and enjoyed with good company.

The new range consists of two bellissimi flavours, Malfy Con Limone Gin & Tonic and Malfy Rosa Gin & Tonic. Malfy Con Limone Gin & Tonic offers Malfy Con Limone's delightfully zesty lemon taste with a hint of sweet limoncello and natural mint flavours, followed by the gin's keynote of juniper and the bittersweet flavour of tonic water. Whereas Malfy Gin Rosa Gin & Tonic combines Malfy Gin Rosa's deliciously fruity grapefruit taste with a hint of natural rosemary flavour, followed by the gin's keynote of juniper and bittersweet flavour of tonic water.

Toni Ingram, Global Brand Director, comments: "As consumer demand for convenience continues, we are delighted to be launching a stylish and delicious Super-Premium ready-to-drink option for those looking for a sophisticated drinking experience without the effort. Malfy Gin & Tonic's easy and

convenient format delivers the high-quality drinking experience our consumers are looking for and provides a stylish solution for restaurants, bars and hotels, as well as hosting at home.”

The ready-to-drink category is continuing to accelerate, growing +26.4% and forecast to continue achieving double-digit growth until 2025¹. This is primarily driven by the increasing demand for convenience on a global scale. The new Malfy Gin & Tonics are perfect for at-home occasions, as well as for serving in On-Trade venues looking to capture the joy of Al Fresco dining and true Italian style.

Malfy is leading the charge in Super-Premium Gin with stellar growth of +74% making it one of the fastest growing brand's within the category worldwide². This growth is support by the fact it is now live in over 60 Pernod Ricard markets worldwide and is seeing particularly strong growth in its home market Italy +403%¹.

Following a successful pilot test in Australia and New Zealand, Malfy Gin & Tonica will launch in Austria from this month before rolling out in other key markets from Spring next year. Available as a single unit or in a pack of four to enjoy with friends and family, 7% ABV.

-ENDS-

Notes to Editors

About The Gin Hub

The Gin Hub is where you will find our collection of wonderful International Gins: Beefeater, Plymouth, Malfy, Monkey 47 and KI NO BI as well as the passionate people behind them. Created in London in July 2017, The Gin Hub was born as a stand-alone company, which now reports to Pernod Ricard UK, to drive the global development of its portfolio of International Premium Gin brands. Nimble and experimental, The Gin Hub is a place where world-class expertise is celebrated, where innovation and ideas are nurtured and where its gin brands can truly thrive.

¹ IWSR 2020

² PRISMA (Internal Data)