

## STONELEIGH WINE CELEBRATES ITS COMMITMENT TO SUSTAINABILITY WITH NEW CAMPAIGN: 'IT'S IN OUR NATURE'

- Above-the-line campaign brings disruptive tranquillity to the bustle of everyday life
- Stoneleigh to host an immersive experience to de-stress consumers and mend plant ailments



Stoneleigh, New Zealand's No.1 wine brand<sup>1</sup>, has launched a campaign to bring to life its new consumer platform 'It's in our nature'. The campaign captures Stoneleigh's commitment to sustainability and will run across digital out-of-home and social media channels including Facebook, Instagram and Pinterest, as well as online videos. The above-the-line creative is set to reach 74% of 25-44 YO wine drinkers and is live now until mid-May. The campaign will also be supported by an activation inviting consumers to have their plants nurtured whilst they enjoy a glass of Stoneleigh in an immersive natural forest.

The 'It's in our nature' campaign will also feature a mural wall inspired by nature at Euston Square. Created as a hybrid artwork of paint and natural resources, the mural will provide Londoners with the opportunity to reconnect with nature within a busy commuter space and take home a piece of seeded paper to plant at home, which will be torn from the mural itself.

To drive further brand awareness and to coincide with World Sauvignon Blanc Day on 6<sup>th</sup> May, Stoneleigh will open the UK's first plant surgery at Broadway Market. The activation will run for three days to breathe new life into houseplants that have seen better days and educate plant parents on what they need to know about their specific variety to help it thrive indoors. The surgery will allow owners to bring their plants to the doctors to identify any ailments, and whilst the 'patients' are being nurtured by [Plant Sit](#), owners will be able to enjoy a chilled glass of Stoneleigh in the indoor forest bathing experience.

Throughout the campaign consumers will also be invited to hear more about Stoneleigh's sustainability journey and its commitment to give back to nature. From now until 31 December 2022, Stoneleigh will be donating £250,000 to biodiversity projects across New Zealand and will be reaching

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<sup>1</sup> No. 1 wine in New Zealand by Value – IRI NZ Grocery, MAT to 09.08.20

out to the public to help decide where to allocate the funds. Consumers will visit the dedicated website and get a 'Stoneleigh Coin', which they'll then use to allocate a portion of the funds towards their pick of one of three charities; The Marlborough Falcon Conservation Trust, Conservation Volunteers New Zealand or The Native Forest Restoration Trust.

Lucy Bearman, Wine Portfolio Director at Pernod Ricard UK, comments: "It is our core brand belief that a sustainable partnership with nature is what allows us to create our unique Sauvignon Blanc, the UK's leading grape variety<sup>2</sup>. Stoneleigh's new 'It's in our nature' campaign brings our sustainability commitments alive and these values align with growing national consciousness surrounding sustainability, with 80% of UK consumers are more concerned about their environmental impact<sup>3</sup>."

Crafted by nature, having been ripened by sunstones for a uniquely vibrant taste, Stoneleigh is consciously grown, sustainably sourced and vegan certified. Its winegrowers use environmentally responsible and economically viable methods, grapes that are 100% Sustainable Winegrowing New Zealand certified, and the brand's winery produces and runs on 100% renewable energy.

- 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 €8,448m in 2019/2020. 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, 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.

For latest news and information: Website [www.pernod-ricard-uk.com](http://www.pernod-ricard-uk.com) Twitter @pernodricarduk

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<sup>2</sup> AC Nielsen | Total Off-Trade | MAT value % share to 26.03.22

<sup>3</sup> Gov.UK, BEIS Public Attitude Tracker March 2021, Advertising Association 2021