



CASTILLO DE IBIZA LAUNCHES WORLD FIRST IN THE UK, A ROSÉ INSPIRED BY THE SUNSETS OF SPAIN'S MOST ICONIC ISLAND



Inspired by the culture and lifestyle of the Mediterranean and its magical sunsets, Castillo de Ibiza is a new, unique sunset rosé wine devoted to a new generation of social consumers. Launching exclusively in the UK via Amazon this June, the premium Spanish rosé (RRP £12) has been created to enjoy during special moments, such as when the sunset turns the long summer days into even longer nights.

In every sip, Castillo de Ibiza captures the free spirit and magnetism of the Mediterranean and harks back to magical afternoons spent admiring the sunset from a beach cove. It has been created for a different type of rosé-loving wine consumer, one that seeks pleasure in life and thrives on doing so, and embraces their social nature, reflecting the upbeat tempo characteristic of the island's vibe.

A pale yet vibrant pink colour with peach hues similar to Provence rosés, Castillo de Ibiza uses a blend of Tempranillo, which contributes intense red fruit aromas like strawberries and cherries, as well as Garnacha which offers scents of watermelon and pomegranate, all underpinned by a savoury edge.

Lucy Bearman, Wine Portfolio Director at Pernod Ricard UK, comments: "Castillo de Ibiza captures the memory of a sun-soaked land. It's a connection to a place where anyone can be themselves, embracing spontaneity with an open mind. Consumers are now seeking products that capture a sense of wanderlust and escapism and our new wine is designed to evoke memories so powerful that it can transport you right back to that feeling of fully living in the sun's last dance before dusk. As we head into the summer months, Castillo de Ibiza is the perfect sundowner to toast the golden hour with and we're confident this evocative wine will appeal to young at heart, free and savvy souls."



Castillo de Ibiza is the latest addition to Pernod Ricard UK's already strong portfolio of wines. Spanish wine is amongst the top 10 Countries of Origin¹, whilst rosé remains the best performing colour within Light Wine². 23% of total rosé value sales come from premium SKUs³ making Castillo de Ibiza well-positioned to continue driving value into this fast-growing segment of the market. The launch will be supported by eye-catching digital media, presence at regional music festivals, as well as PR and influencer activity.

- ENDS -

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Cocktail suggestion

Sunset Breezer

120ml Castillo de Ibiza

60ml Ginger Ale

5ml Rose Syrup

Raspberries

Add Castillo de Ibiza and rose syrup to a cold glass. Top up with ice and ginger ale. Garnish with raspberries.

Pairing suggestion

Perfect with Mediterranean and Asian dishes thanks to its fruit-forward nose. A versatile wine that pairs well with recipes that include fish or chicken, pasta, salads and all kinds of cheese, thanks to its creamy and prolonged end taste.

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, MALFY, 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.

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¹ AC Nielsen, Total Off-Trade, MAT value sales to 26.03.22

² AC Nielsen, Total Off-Trade, MAT value sales to 26.03.22

³ AC Nielsen, Total Off-Trade, MAT value sales to 01.01.22