



Monday 28<sup>th</sup> October 2024

**JAMESON TEAMS UP WITH ONE OF BRITAIN'S OLDEST FOOTBALL BRANDS, ADMIRAL, FOR A CO-ORD TRACKSUIT MODELLED BY NEWPORT COUNTY'S KYLE JAMESON**



Jameson, the world's no.1 Irish Whiskey, has been the English Football League's (EFL) main spirits sponsor for two seasons and is deeply entrenched in all aspects of the league, including player sponsorships. Jameson has signed up with Admiral to celebrate both brands' association with the beautiful game. They have worked closely together to create a full retro-inspired tracksuit in Jameson's signature green, featuring key elements from Admiral's world-famous designs for team performance wear. The tracksuit pulls from Admiral's rich archive of pre-match garments and features key elements, like the iconic side taping and stitched Admiral logo, adding the Jameson J on both the front chest and the taping. The result? A slouchy royal green trackie ready prepped for pubs, presents, party games and freezing cold five-a-sides this Christmas.

Newport County's Kyle Jameson (get it) is the only player the brand has ever sponsored personally and so, it made sense to draft him and his best pals in for a very familial shoot, which sticks its tongue firmly in its cheek and its foot on the gas to that BIG BIG HOUSE IN THE COUNTRY...

# JAMESON®



Josh McCarthy, Brand Director for Pernod Ricard UK, comments: *“Jameson shares a history rich with the beautiful game, so teaming up with an iconic heritage brand like Admiral felt like a natural fit, with the results speaking for themselves. A classic tracksuit, from two classic brands, to look sharp after the match when buying your mates a round of Jameson, Ginger and Lime. Nostalgia is everywhere at the moment and growing up in Leicester, there was no shortage of Admiral tops in the park and at the local football clubs.”*

Theo Hamburger, Head of Sales & Marketing, Admiral, comments: *“Our partnership with Jameson has flourished on the pitch through our range of football shirts, and we’re excited to elevate that collaboration with a new lifestyle collection. Jameson’s commitment to football over the years perfectly mirrors Admiral’s mission to be at the heart of football culture. Both brands share a rich heritage and history, making this collection a true reflection of the vibrant footballing spirit we aim to celebrate.”*

The collection will be available on Jameson’s website from 1<sup>st</sup> November.

**-ENDS-**

## **NOTES FOR EDITORS**

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. 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’s mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

### **MORE INFO ON ADMIRAL**

Admiral is the oldest British sports brand, proudly celebrating 110 years of sporting heritage. Founded in 1914, Admiral has a rich history of innovation and excellence, playing a pivotal role in the evolution of sports apparel.

# JAMESON®



The brand made history in the 1973/74 season by inventing the replica football shirt market, allowing fans to wear the same shirts as their favourite players and teams for the first time. With a deep-rooted connection to sporting culture, Admiral has continuously evolved to meet the changing needs of consumers.

