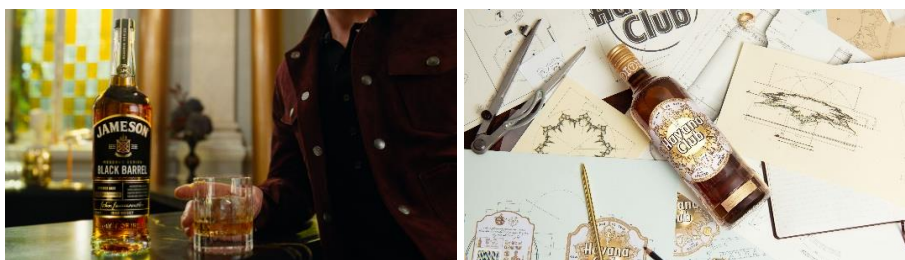


Wednesday 20th November 2024

PERNOD RICARD UK IGNITES FESTIVE SPIRIT WITH MARKETING PUSH AHEAD OF CRUCIAL DECEMBER TRADING PERIOD

With consumers looking to trade up to Premium Spirits this Christmas, stocking the right brands is crucial in the last few weeks ahead of the big day



As December rapidly approaches, Pernod Ricard UK is ramping up its festive marketing efforts, anticipating a resurgence in consumer confidence after a challenging year. The UK's second-largest wine and spirits supplier is set to inspire consumers to choose Premium+ Spirits as the perfect gift or the ultimate addition to any home celebration. Throughout 2024, Premium+ Spirits have consistently outperformed Standard offerings, making this higher end of the sector a vital margin driver.

Chris Shead, Off-Trade Channel Director for Pernod Ricard UK, Comments: "Since last Christmas, consumer confidence has been on the rise and the outlook for the final month of 2024 is positive. Gifting and hosting remain two key trends and retailers should focus on increasing space in-store for Premium Spirits that act as the perfect gift or cocktail ingredient when wanting to show off in front of friends and family. Where possible, we encourage retailers to prioritise categories that have been capturing the hearts of consumers and this year, our big winners have been Altos Tequila, Kahlúa and Bumbu Rum, and we expect our Champagnes, G.H. Mumm and Perrier-Jouët, to be the toast of choice for festive parties this year¹."

¹ Off-Trade Spirits Nemo Report 07.09.24

Ultimate Festive Host

To inspire consumers and drive cocktail ingredient sales before they enter a store, Pernod Ricard UK has refreshed its YouTube Channel, "[Cocktails Etc.](#)," which offers bitesized content that can be easily followed at home. The channel features fun, festive tutorials of how to create the most-searched winter cocktails including an Absolut and Kahlúa Espresso Martini and The Glenlivet Hot Toddy. Consumers will be able to discover this year's hottest serves, from the Hugo Spritz to Champagne cocktails and the delightful Baby Stout – 18 million of which were sold in the On-Trade last year. To support retailers, branded social media content will also be available for retailers to use on their own social media channels to educate and inspire shoppers before they enter the store.

Jameson Black Barrel – The Greatest Story Almost Told

Jameson Black Barrel has stepped into Christmas with an elevated new label and giftbox, highlighting its premium credentials. To drive maximum awareness of Jameson's most giftable product this Christmas, the brand has launched a new global campaign that features a [short film](#) led by *Bullet Train* actor and rumored next *James Bond*, Aaron Taylor-Johnson, directed by Academy Award-nominated filmmaker, Yorgos Lanthimos (*Killing of the Sacred Deer*, *The Lobster* and *Poor Things*). The campaign, which explores the craftsmanship behind each bottle, will be showcased in the UK across video-on-demand platforms and social media, as well as on the big screen from 21st November to coincide with the release of *Gladiator 2*.

Havana Club Limited-Edition Bottle: A Festive Centerpiece

Havana Club has partnered with Toronto-based goldsmith Jonathan Raksha to create a standout bottle for the festive season. Known for his iconic celebrity jewelry designs, Raksha brings his flair to Havana Club's flagship rum. The bottle, adorned with shimmering gold accents and intricate diamond-like details, reflects the grandeur of Havana's architecture and culture. The Havana Club Añejo 7 Años x Jonathan Raksha bottle will be available at major grocers (excluding Asda) and wholesale from the end of November.

-ENDS-

Notes to 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.