

February 2025

INTRODUCING NEW JAMESON TRIPLE TRIPLE CHESTNUT EDITION

Triple distilled and now triple cask matured. The world's most awarded Irish whiskey just got smoother.



Jameson, the world's most awarded* and bestselling Irish whiskey, has introduced an exciting new member to the family, **Jameson Triple Triple Chestnut Edition**.

Already a triple award-winning liquid**, this new offering is a fresh take on the signature smoothness of Jameson that has been elevated through the combination of triple cask maturation. Made in Midleton Distillery, County Cork, Jameson Triple Triple Chestnut Edition has been triple distilled and blended from a combination of both ex-Bourbon and Oloroso sherry casks with the addition of hand-selected sweet chestnut casks. The chestnut cask contribution adds velvety notes of toffee, cacao and toasted almonds, resulting in a whiskey so smooth, it must be a Jameson.

This new expression builds on the success of the first Jameson Triple Triple release – introduced as an exclusive offering in travel retail – which saw ex-Bourbon and Oloroso

Sherry casks meet Málaga wine casks for a subtle sweetness, citrus fruit notes and the signature Triple Triple extra smooth taste profile.

Jameson Triple Triple Chestnut Edition is crafted with the same dedication and expertise that has made Jameson a household name around the world. At its heart, Jameson is about bringing people together—those who appreciate life’s journey with a relaxed, open mindset—and this new expression invites everyone to share in that experience.

Ian Peart, Commercial Director for Pernod Ricard UK, comments: “Jameson Triple Triple expands the brand’s premium portfolio to offer a fresh take on its signature smoothness at a price point that sits between Jameson Original and Jameson Black Barrel. Jameson is one of our blockbuster brands and is seeing strong growth of +3.5% value sales in the UK Off-Trade, entering the Top 10 Spirits in 2024, rising three places up the ranks verses last year¹. Recruiting consumers remains our number one priority and we’re doing that through the Jameson, Ginger & Lime serve, our newly extended Premium range and, our long-term partnership with the English Football League, which has helped deliver record high equity levels. The addition of Jameson Triple Triple offers Irish Whiskey fans triple the options, just in time for St. Patrick’s Day!”.

Bottled at an ABV of 40%, Jameson Triple Triple Chestnut Edition is priced at RRP £29 bottle and is available on Amazon from today, and will be launching in Morrisons on the 24th February.

- ENDS -

Tasting notes:

Nose: Opens with rich aromas of toffee fudge, vanilla, and hazelnut chocolate. Subtle orchard fruit notes of sweet pear and green apple softly linger in the background while the chestnut wood influence continues to build, accentuating the indulgent tones of dark chocolate and toasted almond.

¹ Nielsen GB Total Coverage Rolling 52 w/e 04/01/25, IWSR 2023 Full Calendar Year vs Last Year

Taste: Luscious and textured with notes of creamy fudge and vanilla, while mild nutty undertones and gentle wood spices slowly build over time adding further layers of flavour, complementing the orchard fruits and toasted wood.

Finish: Lingering finish which sees the fruits and spices gently fade, allowing the balanced use of oak and chestnut to have the last word.

@JamesonWhiskey #MustBeaJameson

** Based on the tasting results of the nine most influential blind tasting competitions in 2024, including; The Irish Whiskey Masters, International Wine & Spirit Competition, International Spirits Competition, Beverage Testing Institute, San Francisco World Spirits Competition, New York World Wine and Spirits Competitions, Singapore World Spirits Competition, The Luxury Masters and the World Whiskies Awards*

***Based on 2024 award results from the Beverage Tasting Institute (gold), The Luxury Masters (silver), New York World Wine and Spirits Competition (silver)*

About Irish Distillers

Irish Distillers, a Pernod Ricard company, is a producer of some of the world's most well-known and successful Irish whiskeys and Ireland's leading supplier of spirits and wines. Led by Jameson, our brands are driving the success of Irish whiskey globally. Jameson is the world's bestselling and most awarded Irish whiskey, a top 3 selling international whiskey brand and a top 10 international spirits brand, achieving +1% net sales growth globally in FY24. Our brands are exported to 130+ markets around the world.

Irish Distillers was formed in 1966, when a merger took place between John Power & Son, John Jameson & Son, and Cork Distilleries Company. In 1988 Irish Distillers joined Pernod Ricard, gaining access to unprecedented levels of investment and an extensive global distribution network.

2025 marks 200 years of distilling tradition at Midleton Distillery and is being marked by sharing stories from the Irish Distillers archives and through a series of celebratory whiskey launches. We employ over 800 people across our operations in Cork, Dublin and Northern Ireland.

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.