

2<sup>nd</sup> April 2025

## **Pernod Ricard UK expands Ready-To-Serve agave range with Altos Margarita Strawberry**

*Award-winning tequila brand Altos is introducing a second bar quality margarita, joining Altos Lime Margarita, that's ready to pour over ice*



Following the successful launch of its first ever ready-to-serve Margarita last Spring, Altos Lime Margarita, Altos is expanding its range by introducing a second flavour, Altos Strawberry Margarita. The fresh new flavour is crafted using Altos' award-winning Plata Tequila, Triple Sec, agave syrup and infused with ripe strawberries, delivering a sophisticated taste of subtle strawberry sweetness with a perfectly balanced finish.

This latest expression ticks the box when it comes to quality, taste and accessibility and ensures it's never been easier to enjoy bar quality cocktails at home. Simply unscrew the lid and pour over ice. Altos is the number one ready-to-serve margarita proposition in both value and volume with a strong rate of sale<sup>1</sup> and its original flavour, Altos Lime

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<sup>1</sup> Nielsen Mixed Drinks 04.01.25

Margarita, has successfully recruited a younger, more price conscious consumer looking for an easy and minimal effort solution for margaritas.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "Altos is leading the UK tequila revolution, continuing to shift perceptions of the category with a bartender-built brand that prioritises authenticity, education and craft over celebrity hype. Despite tequila's growth, it's still just over 1% of the UK spirits market. With so much headroom to grow, our excitement grows and we're doubling down on visibility and retail presence to change this. This approach has helped us become the number one 100% agave tequila in UK grocery. Through this channel we've been champions of making bar quality margaritas accessible and seen our ready-to-serve flying."

Born from a collaboration between two visionary bartenders and an award-winning Maestro Tequilero, Altos is made from 100% blue agave, using traditional production methods like slow-cooking in brick ovens and the centuries-old tahona stone.

Altos Margarita Strawberry is available from this month in Asda, Tesco, Amazon and Go Puff, before rolling out across the wider grocery channel later this year. RRP £15. ABV 14.9%. Six servings per bottle, once opened, it must be kept refrigerated and consumed within 15 days.

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## **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.