

Jameson and PUMA Come Together to Celebrate the Generational Love that Unites Football Fans

The world's no.1 Irish whiskey links up with one of football's biggest brands to release a limited-edition collection celebrating football fans of all generations and backgrounds



JAMESON and **PUMA**, a match made in football fan heaven. Why? As two heritage brands with advocates of all ages across the UK and beyond, they're both committed to making the football fan experience more welcoming, enjoyable and inclusive (without forgetting to have a laugh in the process). This shared commitment to the game is highlighted by the fact that both brands are proud official partners of the English Football League, delivering some [incredible community work](#) over the last few years.

Having been around the block, Jameson and PUMA really get what makes football so special, something that's best enjoyed together across generations. From the roar on the living room sofa with your grandad, to the bear hug in the stands with your best mate after a last-minute equaliser, Jameson and PUMA are saluting the modern-day football family with this one. And that's why they've come together to release a brand-spanking new limited-edition collection, with a beautiful co-branded Jameson bottle front and centre.

Also featured in this collection is a slick co-branded football and some hand-painted custom PUMA Kings boots, designed by Welsh maestro [Dan Hayes](#). In designing these unique items, the use of shared logos and pantones from both the PUMA and Jameson brand world symbolises that same

'shared' generational love that really makes a football fanbase into a family. In fact, we might even be bold enough to say that it could be the greatest link since... Well, we'll let you argue with your parents on that one.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "We've been wanting to work with PUMA ever since we got introduced through our shared EFL partnership. The chance to come together with a fellow heritage brand, one full of stories and culture, felt too good to miss. Especially given our shared passion for the game and work in the communities. Football brings people together like nothing else and so this collection just raises a toast to all those people you know through football, as just like a glass of Jameson, the beautiful game has a way of uniting people from all generations."

To bring the collection and the message of generational football love to life, Irish goalkeeping legend and former PUMA athlete Shay Given was drafted in as the main man for a fun, light-hearted content piece. It sees Shay settling down in a cozy living room environment, seemingly getting ready for a quiet evening at home watching the footie when things take a bit of an unexpected turn.

A few knocks on the door, and he's suddenly on a cramped sofa surrounded by a new generation. A lively bunch of mates and characters, featuring semi-pro sensations, including [Big John](#) and [Jess Watkins](#), talented freestylers such as [Kaljit Atwal](#) and content creators like [Myrotek](#). Jameson fan favourite [Moses Duckrell](#) also came along and brought the proper generational feels by arriving with his old man, 'Mr D', in tow!

Just as Shay thinks the hijinks are over, there's one more surprise waiting for him in the form of a former English international/EFL goal scoring icon, who caused him more than a few headaches on the pitch back in the good old days (we'll leave the cliffhanger there). Foes become friends, friends become family, we guess (real tear-jerker right??).

While some might think of this as a bit of a random collection of characters from different generations and backgrounds, it's certainly not the case when it comes to Jameson and PUMA. The video culminates with limbs in the living room, as the cramped sofa erupts to celebrate a goal before toasting to that unique generational magic of football that brings us all together (with a Jameson, Ginger & Lime in hand of course).

Jameson of course is no stranger to showing its commitment to the game and to fans, as seen through its long-term partnership with the [EFL](#), the [sponsorship of Newport County's Kyle Jamson](#) (see what we did there?) and previous collaborations with the likes of [Lovers FC](#) and [Classic Football Shirts](#). The co-branded limited-edition bottle and football bundle will be available exclusively for purchase from Amazon UK.

-ENDS-

Notes:

MORE INFO ON JAMESON

Jameson Irish Whiskey is a blended Irish Whiskey. First, we take the best of pot still and fine-grain whiskeys. Then we triple distill them- not because we have to because we want to as it gives it its signature smoothness. Finally, we age them in oak casks for a minimum of 4 years. It's where we recommend starting your whiskey journey. You can drink it any way you like - just add mates. Triple distilled, twice as smooth, one of a kind.

When football's at its best, it brings people together like nothing else (except maybe Jameson). It's why we've been bottling that same spirit since 1780. No matter the size of the rivalry, we always believe that the size of the circle counts. And everyone's invited. For latest news and information: Website <https://www.jamesonwhiskey.com/> Twitter @jamesonwhiskey_uk

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.

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