

April 2025

MAISON LILLET UNVEILS A BRAND-NEW OUTFIT

Lillet has a fresh new look and it's landing in the UK this month



Oh là là! Nestled in the petit village of Podensac just south of Bordeaux, Maison Lillet and its passionate team have been crafting its French Apéritif ever since 1872. Cut to 2025 and the brand has been reinvented through a perfect combination of heritage and modernity to create a bottle that is *très très chic*!

With its elegant and refined design, the new Lillet bottle pays homage to the home of the Maison. Maison Lillet has always been audacious and forward-thinking, ever since it created the first Apéritif made with white Bordeaux wines and (secret) fruit infusions. Quickly becoming the sip of choice in brasseries and bars, Lillet would soon capture the hearts of women, being acclaimed as ‘*L’Apéritif des Dames*’! Since then, fashions have come and gone, but Lillet has never gone out of style, as it continues to reinvent itself while still honouring its ever-growing legacy.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: “Consumers love the new bottle, as proven by our research, where not only did the new pack deliver improved brand visibility based on its modernity but also stand out verses our key competitors¹. Following our recent collaboration with Netflix hit *Emily in Paris*, we think our new bottle propels Lillet to the heart of Spritz occasions for our stylish audience and to ensure no one misses out, we’ve secured our biggest ever footprint in both the On and Off-Trade to this summer!”.

¹ Lillet Pack Restage UK Quant Test – Ask Now – July 2024



The new Lillet strikes a perfect balance between heritage and modern flair, its sleek design firmly placing Lillet in the contemporary Apéritif world. Finely worked, clear, and bright, the new Lillet bottle elegantly reflects and plays with the light, mirroring the Apéritif's signature lightness.

The new design was created by Nude Brand Creation and extends across the full range including the citrusy Lillet Blanc, the fruity Lillet Rosé, and the sweet and spicy Lillet Rouge.

-ENDS-

Notes:

How to make a Lillet Spritz Rosé

- 50ml Lillet Rosé
- 100ml Tonic
- Ice Cubes
- Grapefruit Slice

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.