

May 2025

## **JAMESON TAPS INTO AI TO OFFER HYPER-PERSONALISED GIFTING THIS FATHER'S DAY**

**Hit the right note with a limited-edition Jameson Black Barrel Gift Box, that transforms your Father's Day message into a unique personalised song**



This Father's Day, raise a glass to the father figure worth celebrating with a gift so special it must be a Jameson. Recognised as the world's most awarded<sup>1</sup> and bestselling Irish whiskey, Jameson is reimagining personalised gifting with a new, limited-edition Jameson Black Barrel Gift Box that taps into AI for a hyper personalised offering, available exclusively on Amazon UK from today and from selected O'Briens stores and O'Briens online in Ireland from 3<sup>rd</sup> June.

A first ever for Jameson, in addition to the bottle of Jameson Black Barrel – an exceptional blend of expertly aged, select batch whiskeys to create a rich smooth taste - each unique box includes a QR code that unlocks an AI-powered platform designed to transform a

<sup>1</sup> 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

personal message into a custom song. Inspired by the spirit of connection, whether you want to share a simple thank you, a special memory, or an inside joke, Jameson Black Barrel is helping turn Father's Day into a lasting memory with a gift as special as the person you're celebrating.

Crafted at the renowned Midleton Distillery, Jameson Black Barrel showcases the artistry of Midleton's expert distillers and blenders, delivering robust yet smooth notes of toasted oak, caramel, and vanilla spice, making it the ideal tippie for life's special moments.

**Josh McCarthy, Brand Director for Pernod Ricard UK, comments:** "Jameson Black Barrel is an exceptional blend of expertly aged and select batch whiskeys, it has a rich smooth taste that makes it a real luxurious experience. It's bottle and carton have both recently undergone a 'glow up' to give it a fresh, modern feel and reinforces it as a perfect whiskey for gifting. It's the ideal Jameson to be shared with friends and family and to savour on those special moments, whether on the rocks at Christmas or just bunkering down for a movie together with a Jameson Black Barrel Old Fashioned. Jameson Black Barrel is the number two value gaining imported whiskey, hot on the coat tails of Jameson Original, and is experiencing double-digit growth across the Off-Trade. It has also become a Father's Day classic and so, we can't wait to make sure our consumers hit the high notes with their Dad this year... let's face it, it's better than socks!"

Those who wish to gift the unique offering can scan the gift box's unique QR code to open an interactive platform where they can choose a music genre, respond to short prompts, and either record or type a personal message for their father figure. The AI songwriter will then transform these inputs into a fully customised song, linked directly to the same QR code. Once complete, the bottle is ready to be gifted, and the hyper-personalised song is ready to be enjoyed by the recipient while they savour a glass of Jameson Black Barrel.

Bottled at an ABV of 40%, Jameson Black Barrel is priced at RRP £39.65 / €38. Limited-Edition gift pack available exclusively on Amazon from May 2025 - [Jameson Black Barrel Gift Box](#) - and in selected O'Briens stores across Ireland as well as [O'Briens online](#) from Tuesday 3<sup>rd</sup> June to Sunday 15<sup>th</sup> June.

**-ENDS-**

**Notes to the editor:**

**How it works:**

**1. Scan the QR Code**

Start by scanning the unique QR code found on the limited-edition Jameson Black Barrel Gift Pack that you have purchased

**2. Tell Us Who It's For**

Enter the name of your father figure and your name.

**1. Pick the Perfect Vibe**

Choose the musical style that suits them best.

**3. Add Your Message**

Record or type your message. This will become the centrepiece of your personalised track. Use the prompts for inspiration or get creative adding in personal touches, fun facts or memories – the more detail you give the more the song maker will have to work with.

**4. Time to Share**

Your bespoke song is now ready and will be stored on the gift pack's unique QR code. All that is left to do is share it with your dad.

**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.