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PERNOD RICARD UK BACKS ITS #1 TEQUILA WITH SIX-FIGURE SUMMER CAMPAIGN

Altos is back with a bang and so is 'Alan the Bartender' in a turbo-charged re-run of its successful campaign that puts bartenders front and center, spotlighting the real people behind great tequila



Altos is continuing to lead a tequila revolution and shift perceptions of the category with its bartender-built brand that prioritises authenticity, education and craft over celebrity hype. Following the success of the first iteration, Altos is re-launching its global 'Alan' campaign into the UK this June and July, to continue driving brand awareness and association with key tequila serves: the Margarita and Paloma. As part of the campaign, Altos will be trialling out-of-home in London, the UK's number one city for tequila consumption, to drive even further awareness through its fun and playful creative.

The six-figure campaign will be live across social, digital, BVOD and out-of-home including: London Underground, fly posterage around the city, roadside digital 6 sheets and a high impact display in Dalston. The campaign launches at a time Altos is seeing strong value growth, growing ahead of the category at +34.4%, and is riding high as the number one 100% agave tequila in UK grocery¹. Through this channel, the brand has been championing making bar-quality Margaritas at home through its recently expanded ready-to-serve range that now includes both Altos Lime Margarita and Altos Strawberry Margarita.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "We've identified Agave as one of the areas within our portfolio where we can drive future scale and we're putting our money where our

¹ Nielsen Total Coverage latest 52 weeks (Altos Plata and Reposado) [22.03.25]

mouth is this summer by launching our most exciting media campaign for Altos to date, with bold and witty creative alongside messaging that cuts through and will be hard to miss. Following our first outing with Alan and this campaign last year, we've taken on board everything that was a huge success and scaled up with the added element of out of home. We have been laser focused on our hero cocktail the Margarita and it's been working really well for us, so we're ready to build the hype as much as possible through the summer months and strengthen our position as the UK's number one tequila for Margaritas, one of the UK's Top 10 cocktails."

Born from a collaboration between two visionary bartenders and an award-winning Maestro Tequilero, Altos was created not for hype but for high-quality cocktails and is made from 100% blue agave, using traditional production methods like slow-cooking in brick ovens and the centuries-old tahona stone.



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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.