

Thursday 13th November 2025

Ho Ho Ho, 6 Weeks To Go!

Pernod Ricard UK serves up some top tips on how the On-Trade can make the most of Premium Spirits this year and announces new collaboration with Tony's Chocolonely



Pernod Ricard UK is supporting its customers by inspiring them with creative, premium cocktails that captivate festive drinkers. Prioritising premium serves and showcasing brands like Altos, Kahlúa, Jameson, Lillet, Bumbu and Champagne will drive profitability and elevate consumer experiences this Christmas. Cocktails remain the fastest-growing category in the On-Trade spirits market¹ and 2025 is all about the power of the perfect serve, with consumers looking to treat themselves and trade up more than ever.

Following a strong 2024 festive season, where Pernod Ricard UK delivered nearly 650,000 unique festive serves, the UK's second largest spirits and Champagne provider is pushing to exceed this milestone in 2025, driving excitement with standout hero serves and innovative garnishes. This year's highlights include the Altos Santa Margarita, Absolut Polar Espresso Martini, Bumbu Cream Tiramisu Martini, and Kahlúa Quality Treats, which have been upgraded for 2025 with a brand new innovation - specially designed flavour concentrates (chocolate, toffee, hazelnut, coconut, strawberry and chocolate orange) that can be added to add a nostalgic Christmas twist!

Nathan Last, On-Trade Channel Director, comments: "We're seeing the 'perfect serve' play an even greater role in delivering standout experiences for consumers. Our focus is on elevating festive menus with creative, high-quality cocktails that inspire and delight. Consumers continue to seek out premium choices and moments of indulgence, with cocktails leading growth across

¹ CGA BarSights Global Bartender Report 2024



the On-Trade Spirits category. We're encouraging venues to champion Premium Spirits to enhance both guest experience and profitability, highlighting favourites such as Altos, Kahlúa, Jameson and Champagne."

Kahlúa MarTony

Pernod Ricard UK is also looking to ignite the Espresso Martini craze with a collaboration between Kahlúa and Tony's Chocolonely. This exciting initiative brings the Espresso MarTony experience directly into the hands of consumers, combining the rich coffee liqueur taste of Kahlúa with the indulgent crunch of Tiny Tony's chocolates, creating the perfect pairing to elevate cocktail moments this winter.

Launching from this week, the campaign will see over 100,000 Tiny Tony's chocolates distributed across the UK, including the On-Trade, inviting consumers to enjoy the ultimate Espresso Martini accompaniment. Tiny Tony's will feature as garnish clips on menus alongside Kahlúa cocktails, including the signature Espresso Martini and the new Salted Caramel Espresso MarTony serve. Key on-trade partners confirmed to join the campaign include Boom Battle Bar, Drake & Morgan, and in independent accounts nationwide, with more exciting venues to be announced soon. These venues will be central to driving consumer trial and engagement through a premium cocktail experience enhanced by Tiny Tony's.

Amplifying the campaign's reach beyond the bar, Pernod Ricard UK is also launching a robust influencer and social media program, expected to deliver over 1.6 million impressions via content creators showcasing the Espresso MarTony serve. This digital push will fuel consumer awareness and encourage experimentation with the cocktail at home or in bars. Consumers are further incentivised through an engaging competition hosted on the Kahlúa website, where participants can win fabulous prizes including a year's supply of Kahlúa and Tiny Tony's chocolates, state-of-the-art coffee machines, and limited-edition gift boxes. Links to the competition will be integrated across all digital touchpoints, ensuring maximum visibility and participation.

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About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our 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's consolidated sales amounted to € 10,959 million in fiscal year FY25. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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: Altos, Del Maguey, Código, Lillet, Bumbu, Redbreast, Malfy, Skrewball, Jameson, Absolut, Malibu, Kahlúa, Perrier-Jouët, G.H. Mumm, Beefeater, Italicus, Martell, Ballentine's, The Glenlivet, Havana Club, Chivas, Lamb's and Monkey 47. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.