

23rd February 2025

JAMESON PREPARES FOR ANOTHER SHOWSTOPPING ST. PATRICK'S DAY

The World's Most Awarded Whiskey is gearing up for its 'second Christmas' with activity designed to continue making its signature drink synonymous with the occasion



Jameson, a spirit brand firmly established in the UK's Top 10 Spirits¹, is stepping boldly into St. Patrick's Day season 2026 by ensuring its Jameson, Ginger Ale & Lime won't be missed through a range of activities including: above-the-line media, a continuation of its long-standing partnership with the English Football League (EFL), including huge presence at the Carabao Cup Final and O2 academy venues nationwide, sampling across the On-Trade and partnerships with both Hefhee and Taytos.

The brand is once again set to show the UK what it really means to be a part of the Jameson family with the second year of its 'Must Be A Jameson' campaign - a platform that continues to recruit new fans in a way that is smooth, light-hearted, welcoming and unmistakably Irish. The multi-media partnership will be live for a six-week period from 9th February to 23rd March via its longstanding collaboration with Sky Sports but also via channels such as YouTube and Meta.

The Sky Sports tie-up supports the brand's long-term partnership with the EFL and as well as driving brand equity through media, in-stadium, experiential, digital and social, a large-scale experiential event will also be executed at the Carabao Cup Final on Sunday 22nd March. The Jameson Bus 'Orla Board' will return to Wembley Stadium, ready to greet football fans with

¹ IWSR 2024 full year vs last year, Retail Value sales in GBP

Jameson, Ginger & Lime ready-to-drink (RTD) cans. Brand ambassadors will also encourage fans to drink responsibly through the distribution of water as part of Pernod Ricard's Drink More Water campaign.



Liam Murphy, Marketing Director for Pernod Ricard UK, comments: “St. Patrick’s Day is an increasingly popular cultural moment and acts as a second Christmas for us at Jameson! We continue to double down on this occasion and deliver on a promise to bring Irish Craic to UK consumers. Jameson is experiencing exceptional growth in the UK market, driven by increased consumer engagement translating into a stellar performance in the Off-Trade this Christmas. Our English Football League partnership continues to be at the very heart of being more culturally relevant to our target audience, with Jameson, Ginger & Lime being our key serve that continues to resonate.”

Painting Bars & Stores Green

When it comes to consumption and purchase, Jameson performs much more strongly among beer drinkers than non-beer drinkers². The brand is capitalising on this popularity amongst beer drinkers by offering a lighter serve, encouraging a beer-to-can switch through listings at select EFL Stadiums and On-Trade venues. Hot off the heels of the relaunch of its iconic Jameson, Ginger & Lime can in a new, bigger and better format, Jameson is rolling out sampling in both the On and Off Trade. The brand will also be sampling amongst 18–24-year-olds with over 15,000

² PRIME Jameson 25-26 Report

samples across university campuses and sports matches via student ambassadors, as well as rolling out 25,000 samples in the Off-Trade through a partnership with Go Puff.

Two Iconic Partnerships

Jameson and Hephee are coming together once again, this time creating a limited-edition glass for the Jameson, Ginger & Lime serve. Rooted in Irish creativity and character, this partnership blends Hephee's playful artistry with Jameson's craft and warmth for a truly authentic collaboration. The campaign will be supported with further limited-edition merchandise and in venue POS, including menu illustrations and coasters. Jameson is also teaming up with the iconic Irish crisp brand, Taytos, to serve up the ultimate 'Pub Tapas'. Popping up in some iconic venues across the country including Amber Rose (Edinburgh), Yates (Manchester), Old Bell (Kilburn), Brookhouse (Liverpool) and Goose Selly Oaks (West Midlands), these venues will be offering free packs of Taytos, bottomless Taytos packages and the chance to win exclusive prizes.

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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.

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.