

8th April 2026

PERNOD RICARD UK FLIES IN IRELAND'S NO.1 RTD TO SHAKE UP CATEGORY IN TIME FOR SUMMER



West Coast Cooler, created by Irish Distillers in 1984, is Ireland's number one ready-to-drink (RTD)¹ and combines a premium wine base with sparkling water and refreshing fruit flavours. Offering a lighter alternative in the growing RTD category, with its vibrant colours and nostalgic design, West Coast Cooler will debut with a grocery exclusive period of three months in Tesco, as well as being available across convenience and wholesale from this month.

The range includes two flavours: West Coast Cooler Original, a light and fresh blend of white wine, sparkling water, citrus, pineapple and passion fruit, and West Coast Cooler Sunburst, a vibrant peach and mango variant designed to deliver a tropical taste of summer. West Coast Cooler is known for its lower ABV style and low-calorie content, Original 93 calories and Sunburst 88, appealing to health-aware consumers and those looking for lower-abv options, a segment of the market which is expected to see volume growth of 7%².

Ian Peart, Commercial Director of Pernod Ricard UK, comments: "The launch of West Coast Cooler here in the UK is a great addition to our growing RTD portfolio and a brand-new proposition

¹ Nielsen Total Scantrack incl. Dunnes est. MAT to 22/02/2026

² IWSR 2025 CAGR 2024-2028

for the category, bringing with it loyal and nostalgic fans who will know it from its Irish homeland. The no/low, low-calorie space within this category is a strong source of growth and West Coast Cooler allows us to show up whilst staying true to our focus of premiumisation.”

West Coast Cooler is the latest addition to Pernod Ricard UK’s growing RTD portfolio, joining the likes of Malibu, Absolut and Jameson. It follows the launch of the Jameson, Ginger & Lime (JGL) RTD in its new 330ml format back in October 2025, which was tailed by the release of its price-marked pack in March of this year. The JGL can has already secured distribution across all major grocers and is supported by a marketing campaign that includes distribution and awareness across all 72 EFL clubs. Malibu, which now claims two Top 10 RTDs³, has also recently introduced Malibu Pineapple RTDs in a 6-can multipack.

West Coast Cooler will be available across the Off-Trade from April 2026. RRP £2.25. ABV 4%. The release will be supported by in-store displays and influencer marketing.

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³ Nielsen, Grocery, 52w 21/2/25 volume