25th November 2026

PERNOD RICARD UK PARTNERS WITH RETAILERS TO WIN WITH MOMENTS THAT MATTER THIS CHRISTMAS

Category insight, iconic brands and flexible formats help retailers create premium drinking experiences across gifting, hosting and celebration



Pernod Ricard UK (PRUK) is working with retailers to unlock sustainable value by translating category insight into practical solutions that span gifting, hosting, parties and last-minute celebrations. From 2023-2025, purchasing alcohol for Christmas and other special events, as a gift and to entertain friends and family, grew consistently[1]. The final four weeks before Christmas generated 40% of the sales value recorded across last year's 12-week festive period, reinforcing the importance of availability, visibility and promotional support throughout December[1].

Innovation that earns its place at Christmas

Industry data shows that innovation plays an amplified role during the festive period. New launches contributed 45% of total spirits value growth in the final weeks of 2025, almost three times their contribution during the rest of the year, with flavoured spirits prominent among the strongest performers[1]. Against this backdrop, PRUK is giving retailers two distinctive new propositions that answer established Christmas needs: indulgence and sharing through Kahlúa Coffee Cream, and flavour-led convenience with Malibu Punch.

Premium choice across formats and price points

PRUK is also advising retailers to create a clear ladder into premium spirits. Alongside full-size gifting bottles and one-litre hosting formats, smaller 35cl, 20cl and 5cl bottles

[1] NIQ Christmas Report 2025 Total Trade | Total Spirits | Value Sales (£M's)" 12 weeks to 27 December 2025.

can make premium brands more accessible for gifting, cocktails and stocking fillers. Absolut recorded 7.3% volume growth, with smaller formats identified as an important contributor[2]. Price-marked packs across selected Absolut, Jameson and Malibu 20cl, 35cl and 70cl products further support clear value communication in convenience, while protecting the premium credentials of the brands.

Chris Shead, Off-Trade Channel Director at Pernod Ricard UK, commented: "Christmas shoppers are increasingly buying for a particular person or occasion, rather than simply stocking the cupboard. The opportunity for retailers is to make those decisions easier by connecting the right premium brand and format to a clear consumer need. Our role is to work closely with our customers to create premium drinking experiences that shoppers believe are worth paying more for. Ease of preparation influences one in five Off-Trade alcohol choices, so merchandising a bottle alongside its mixer, garnish and a concise recipe can help shoppers picture the complete experience and reduce perceived complexity[3]. Smaller formats can also help lower the cost of trial, while price-marked packs provide additional price reassurance."

Four actions for retailers

- **Protect availability into December.** Maintain stock and display behind gifting, hosting and party occasions as demand builds in the final four weeks.
- **Create visible occasion-led displays.** Merchandise the bottle, mixer, garnish and recipe together so shoppers can immediately understand the complete experience.
- **Give relevant innovation sufficient space.** Use secondary displays, chillers and digital search to connect new products with the occasions they are designed to serve.
- **Offer a clear ladder of formats and price points.** Combine premium gifting bottles, one-litre hosting formats, smaller bottles, price-marked packs and chilled RTDs to meet different needs without defaulting to discounting.

-ENDS-

[2] Nielsen Off-Trade, 52 weeks ending 13 June 2026.

About Pernod Ricard UK

Pernod Ricard is a global leader in spirits and champagnes, combining heritage, a prestigious portfolio of world-renowned brands and established route-to-market expertise. Based in London, Pernod Ricard UK is responsible for marketing and distributing its extensive portfolio of clear and aged spirits, champagnes and ready-to-drink products including Jameson, Kahlua, Malibu, Absolut Vodka, Bumbu, Altos, Perrier-Jouët, Lillet, Chivas Regal and The Glenlivet, along with many more. Pernod Ricard UK is the #2 spirit supplier in Great Britain, with 3 of the top 15 spirits brands (NielsenIQ). Its mission is to ensure the long-term growth of its brands with full respect for people and the environment, while empowering employees to be ambassadors of a purposeful, inclusive and responsible culture of authentic conviviality.

For more information, visit https://www.pernod-ricard.com/en/locations/uk