25th November 2026

PERNOD RICARD UK PUTS HIGH-IMPACT SERVES AND CLEAR VALUE AT THE HEART OF CHRISTMAS 2026

Insight-led festive programme helps On-Trade operators create occasions worth going out for, with simple execution, visible pricing and customer activations nationwide



Pernod Ricard UK (PRUK) is working with pubs, bars, restaurants and hotels turn festive footfall into sustainable spirits growth this Christmas through a focused programme built around standout serves, clear value and memorable reasons to visit. The approach brings together category insight, recognisable premium brands and practical customer activation to make it easier for operators to convert celebratory occasions into profitable sales.

During Christmas 2025, 78% of consumers visited a licensed venue, while 45% said they would continue to prioritise On-Trade visits even if rising costs reduced their disposable income[1]. At the same time, 64% said they would prefer one or two high-quality serves to three to five cheaper alternatives for the same price[1]. For operators, this points to a clear festive growth opportunity: focus on fewer, better serves that feel distinctive, are easy to choose and make the value of going out immediately clear.

PRUK is also encouraging operators to display the finished price of spirit-and-mixer serves wherever possible. The recommendation responds to a wider category challenge: consumers are more likely to experience unexpected “bill shock” when ordering spirits

[1] NIQ Christmas Report 2025

and mixers than beer[2]. Clear finished-drink pricing, supported by strong menu visibility, can give guests greater confidence at the point of order while helping venues communicate value without relying solely on discounting.

A focused menu for the moments that matter

At the centre of the programme are six accessible hero cocktails spanning spritz, sour, indulgent and spirit-forward styles: Absolut White Choccy Hugo Spritz, Lillet Winterberry Spritz, Altos Santa Margarita, Malibu Christmas Colada, Kahlúa Coffee Cream Flat White Martini and Bumbu Gingerbread Old Fashioned. Each takes a familiar format and adds a festive twist, helping operators create theatre and encourage trade-up without adding unnecessary complexity behind the bar.

Nathan Last, On-Trade Channel Director at Pernod Ricard UK, comments: "Christmas remains one of the biggest opportunities for the On-Trade, but consumers are becoming more deliberate about where they spend and what they order. Our insight tells us that quality, confidence and a genuine sense of occasion matter more than an over-complicated menu. That is why we are helping customers concentrate investment behind a smaller number of recognisable, easy-to-execute serves, supported by clear finished pricing and strong visibility. With more than three quarters of consumers visiting a licensed venue last Christmas, the prize for operators is not simply festive footfall. It is converting each visit into a better experience, a confident order and a reason to return. This is how we can work with customers to put spirits back at the centre of celebration and unlock sustainable category growth."

PRUK is working with its customers such as Greene King, Young's pubs, Fuller's, The Botanist, Mojos and Scotsman Group venues, using festive menus, visible serves, digital support and experiential moments to encourage trade-up. For the prestige consumer, partnerships with The Ned, J Sheekey, Langan's, Colbert and The Folly create distinctive reasons to visit, from Perrier-Jouët festive experiences and bespoke Monkey 47 and Redbreast cocktails to the bookable Monkey 47 "Grand Hotel".

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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

[2] NielsenIQ CGA BrandTrack research 2026

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