

## THE GLENLIVET CAPSULE COLLECTION LAUNCHES WITH FIVE NEW GLASSLESS COCKTAILS

*Brand continues to break tradition by enhancing the traditional whisky drinking experience  
The Den, Soho, to host a 'Dramming in the Dark' sensory experience between 27<sup>th</sup> Jan -19<sup>th</sup> Feb*



The Glenlivet, the original Speyside single malt, is set to launch a new collection of glassless and edible whisky cocktail capsules, featuring five new flavours which explore the brand's premium portfolio. The launch of The Glenlivet Capsule Collection marks the first time they will be available in England since the award-winning capsules initially launched in 2019, and from 27<sup>th</sup> January consumers will be able to try them at an innovative sensory experience for a limited period.

Famed for its pioneering spirit, The Glenlivet has adapted and refined the design of the Capsule Collection to a spherical shape, partnering with innovative food science specialists, Molecular Experience, known for their ground-breaking pearl-shaped cocktails. All cocktail capsules are made from alginate taken from algae in the sea, which is natural, vegan-friendly and gluten-free, and dissolve resulting in no waste. Enjoying them is simple, the capsules are popped in the mouth for an instant burst of flavour, and the capsule is simply swallowed. No ice. No stirrer. No glass.

To enhance the capsules, The Glenlivet has developed a range of new cocktail flavours, as well as revamped some of the classics, to redefine the way whisky is traditionally enjoyed:

- Ool La La – The Glenlivet Founder's Reserve, peach and oolong tea, vanilla syrup
- Scottish Coffee – The Glenlivet Founder's Reserve, coffee, cane sugar
- Old Fashioned – The Glenlivet 12, Angostura Bitters, simple syrup, water
- Whisky Sour – The Glenlivet 12, lemon juice, simple syrup
- Mai Tai – The Glenlivet Caribbean Reserve, lime juice, orgeat syrup, triple sec

From 27<sup>th</sup> January – 19<sup>th</sup> February (Thurs-Sat only), inquisitive drinkers will get the opportunity to try The Glenlivet's collection of glassless whisky cocktails at an innovative sensory experience, hosted exclusively at The Den, Soho. During the 'Dramming in the Dark' experience, fans of the dram will be fully immersed in an infinity mirror room, where guests will have some senses removed and others heightened to transform the tasting experience.

Outside of the private capsule tastings, The Glenlivet experimental cocktail menu will also be available at The Den's main bar and feature disruptive serves using The Glenlivet Founders' Reserve, Caribbean Reserve, 12 year old and 18 year old whiskies.

Marnie Corrigan, Brand Director at Pernod Ricard UK, commented: “The Glenlivet has always been about setting new standards within whisky, and the new cocktail capsules are unique and push the boundaries of how drinks can be served. As a brand that celebrates originality, we are always looking to break the conventions that have determined how single malt Scotch is enjoyed. The Glenlivet Capsule Collection and our Dramming in the Dark experience does exactly that, and we’re excited to see how people react when they try our glassless cocktails.”

The reopening of the On-Trade has seen the cocktail category return to growth, with 67% of consumers reported to be drinking cocktails more often, or as frequently, as they did in 2019<sup>1</sup>. Premium Spirits are also the fastest share gaining sub-sector by volume, and hold a 20% volume share of total spirits<sup>2</sup>, demonstrating that consumers are still trading up and opting for quality products during their On-Trade visits.

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#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob’s Creek, Lamb’s, Aberlour, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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<sup>1</sup> CGA Mixed Drinks Report Q3 2021

<sup>2</sup> CGA, On-Trade Spirits, Volume Share MAT to 11.09.21