



Friday 27<sup>th</sup> September 2024

## **PERNOD RICARD UK LAUNCHES NEW ADVOCACY PROGRAM, SIP, WITH TWO DAYS OF EVENTS FOR THE TRADE DURING LONDON COCKTAIL WEEK**

*Pernod Ricard's Global Advocacy Program will land in the UK this October*



Pernod Ricard UK is rolling out the Group's global advocacy program, Share. Inspire. Pioneer (SIP), during London Cocktail Week with a jam-packed schedule of events across two days, Monday 7<sup>th</sup> and Tuesday 8<sup>th</sup> October. Taking place at The Hoxton, Holborn, the SIP team will be joined by industry peers and leaders to host 10 panel discussions and seminars, with each session sponsored by a brand from the company's unrivalled portfolio of premium+ spirits.

SIP was created by Pernod Ricard back in 2023 to foster connections across the hospitality industry and create a space to discuss the most pressing issues of the industry. The intention is to create a safe space for those in the industry to rethink the future of hospitality by disrupting it, bringing all points of view together to create something new. Making its UK debut at London Cocktail Week, the 'SIP Sessions' will include roundtables, discussion panels and seminars with industry experts sharing their learnings and insights covering a range of topics across the industry, from sustainability to AI in hospitality.

James Bremner, On-Trade Channel Director, comments: "SIP brings together creatives, pioneers, and game changers of the industry. Conviviality is at the heart of everything we do and SIP provides the perfect platform to bring together a lot of the things we have already been doing, through our relationships with the trade and the experience of our team, as well



as create new connections. Since its creation, SIP has become a leading trade advocacy program in the markets it is already live, and we can't wait to drive positive change and be inspired by the talent and creativity within all corners of the drinks trade."

Throughout the two days, the SIP team will also open the SIP Swap Shop, where the trade can bring old, branded merchandise and trade it for new merchandise, including a limited-edition Jameson football shirt, an Altos jacket or a SIP Tee designed in collab with Hephee. There'll also be a chance to add some personalisation to any item you grab. All merch that's traded in will be recycled into new items with Neem London.

Sign-up via [London Cocktail Week](#) and follow @joinsip\_uk on Instagram for regular updates and new content.

**-ENDS-**

## Notes to editors

### SIP Sessions Full London Cocktail Week Schedule

Monday 7<sup>th</sup> October

- **12.00** – Mindful Drinking

*Join Camille Vidal, founder of La Maison Wellness, as she shares her celebration of Epic Nights and Early Mornings. Camille is a globally recognised bartender and drinks expert turned mindfulness, yoga and meditation teacher. A true pioneer, Camille, also known as Mindfully Cami (@mindfullycami), is on a mission to inspire the world to bring mindfulness into the glass, showing that there's more to no and low drinks than postmix and sodas.*

- **13.00** – Top 50 Aspirations

*Join industry leaders Coral Anderson (Swift) and Dan Garnell (Seed Library) as they share their secrets to bar success! Whether you're aiming for global recognition or local acclaim, this panel offers invaluable insights, learnings, and mantras from their journeys in opening top-tier bars and maintaining their stellar reputations. Don't miss this opportunity to learn from the best and take your service and cocktails to the next level!*

- **14.00** – From Back Bar to Bar Owner

*Discover the secrets of industry legends as they share their rise from bar back to bar owner. Join JJ Goodman, founder of LCC, Matt Dakers, owner of 11th Social in Norwich, and Hebe Richardson, co-owner of the neighborhood cocktail bar Soda & Friends, for an insightful panel discussion. They will recount experiences from their journey's including: mistakes they've made, roles where they've learnt the most, the challenges of finding the perfect venue, and how brands can play a part. A rare chance to hear from some of the best operators in the industry and gain invaluable insights into the journey of building a successful bar.*

- **15.30** – AI in Hospitality

*Are robot cocktail bartenders about to take over the world? Probably not. Did we get AI to help us with some of the description of this seminar? Maybe. Will AI be used by more hospitality businesses in the future? Definitely. Join us for a seminar hosted by industry expert Peter van Jaarsveld as he explores the transformative role of AI*



*in hospitality. Whether you're working on drinks development, guest acquisition or developing a new concept for a bar, Peter will share some uses for AI that could help you develop your thinking. Perfect for professionals eager to stay ahead in a rapidly evolving industry.*

- **16.30** – From Waste to Taste: The Silo Story

*Join us for an enlightening seminar with Douglas McMaster, the visionary founder of Silo, the world's first Zero Waste restaurant. This exclusive event will delve into the innovative practices and philosophies that have made Silo a pioneer in sustainable dining. Douglas will share his journey, from the inception of Silo to its groundbreaking achievements in reducing waste and promoting a circular economy. Attendees will gain unique insights into the future of sustainable gastronomy and how these principles can be applied to the drinks industry.*

#### Tuesday 8<sup>th</sup> October

- **12.00** -Breathe Easy: Bartender Wellness

*Join Camille Vidal, the renowned mindfulness and wellness expert, for a 40-minute breathwork session designed exclusively for bartenders. This immersive experience will guide you through powerful breathing techniques to help manage stress, enhance focus, and boost overall well-being. Perfect for those in the fast-paced hospitality industry, Camille's session offers a moment of calm and rejuvenation, equipping you with tools to maintain balance both behind the bar and in daily life. Sign up now to invest in your mental health and elevate your bartending craft with newfound clarity and energy.*

- **13.00** – Trailblazing Women: Navigating Careers in the Drinks Industry

*Join a panel talk with Anna Sebastien, Clotilde Lataille, and Lottie Malin as they share invaluable insights on career-building for women in the drinks industry. They will discuss diverse pathways for long-term growth, emphasising mentorship, networking, and continuous learning. Anna Sebastien is renowned for her work as the Bar Manager of The Artesian and her initiative "Celebrate Her", which champions gender equality in hospitality. Clotilde Lataille is an Ambassador for Pernod Ricard, with a rich background in the cocktail industry, having worked at prestigious venues like Callooh Callay and Hawksmoor. Lottie Malin is a rising star in the drinks industry currently plying her trade at Lab 22, recently selected as one of two UK winners of the Jameson Black Barrel Competition.*

- **14.00** – Inclusive Teams, Exceptional Experiences

*Join us for a panel talk focusing on diversity and inclusion in hospitality. Featuring Javan Heaney from Red Light Bar, Manchester, Vicky Ilankovan, Executive Director of Equal Measures, and Nicky Craig from Panda & Sons, Edinburgh, this discussion will touch on the importance of establishing culture, building diverse teams to create more inclusive spaces and enhance guest experiences. Learn how these practices can benefit the venue you work in and what you can do to impact culture in any role.*

- **15.30** – Classics vs Creations: What do consumers want?

*There's no doubt that we're spoilt with the most creative and curious generation of bartenders the world has ever had, with more techniques being adopted and more equipment at their fingertips. But is that what consumers are looking for, or are they just looking for a really well made classic with a handful of ingredients? Join a panel featuring Nathan Larkin, founder of Speak in Code, Manchester, Tyler Zielinski, London-based writer and bar and brand consultant, Joerg Meyer, founder of Le Lion Bar, Hamburg, and creator of the Gin Basil Smash as they debate the conundrum that every bar has when writing a new menu and deciding on what drinks make the list.*

- **16.30** – Agave on the Rise

*From the first tequila focused-bar opening in the UK in 1982 to new wave agaverias in cities across the country, the growth of agave spirits has been on a steady trajectory and the blue touch paper has been lit on this category in the last two-three years. But what's driving the interest and what's next for the category? Join Steve Olson, co-founder of Del Maguey, Carlos Londono co-owner of Café Pacifico, and co-owner of Hacha, Deano Moncrieffe as they discuss their different experiences and approaches to growing consumer interest in agave and what they think is next for the category.*



### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. 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's 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 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: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.