

Wednesday 9th October 2024

PERNOD RICARD UK ANNOUNCES LONG-TERM SPIRITS PARTNERSHIP WITH O2 ACADEMY VENUES NATIONWIDE

Havana Club will take the lead, with Jameson, Altos, Absolut, Beefeater and Malibu also topping the bill, at over 20 AMG (Academy Music Group) venues across the UK, including Manchester, Leeds, Birmingham and London's world-famous O2 Academy Brixton and O2 Shepherd's Bush Empire



Pernod Ricard UK has joined forces with Academy Music Group (AMG) through its O2 Academy venues across the country, ensuring the biggest brands from its unrivalled portfolio of Premium+ Spirits will be available behind the bar of every venue as part of a long-term, three-year deal. The partnership will be supported by in-venue visibility and marketing to drive maximum awareness, as well as through merchandise on all bars including drip mats, ice buckets, branded paper cups, and in-venue digital advertising.

Havana Club will be the hero brand at the centre of the collaboration, driven by targeted communication to O2 Academy venue customers through social media, newsletters, competitions to secure tickets to the hottest gigs, and bespoke activations at specific venues.

Liam Murphy, Marketing Director for Pernod Ricard UK, comments: "Our partnership with O2 Academy venues will allow us to be at the heart of the music experience for our consumers, with each venue providing the perfect environment for conviviality, something that aligns with our values at Pernod Ricard UK. We want to ensure that everyone enjoying the

excitement of a night out with their friends or family get to enjoy their experience with one of our premium brands.”

Jay Williamson, Vice President Marketing Partnerships, adds: "We're very pleased to partner with Pernod Ricard UK and bring some of the world's most iconic spirits brands to our O2 Academy venues nationwide. This collaboration complements the vibrant, social atmosphere we strive to create at every event, offering our guests an enhanced experience. Whether they attend to see their favourite band or discover new artists, we're excited to give them a premium drink to match the unforgettable live music moments we're proud to host."

The partnership will extend through to 2027.

-ENDS-

Notes to editors

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.

About Academy Music Group

Academy Music Group (AMG) is the UK's leading owner and operator of nationwide live music and club venues, including London's iconic theatres, O2 Academy Brixton and O2 Shepherd's Bush Empire and other outstanding sites in regional locations across the UK.