



## HAVANA CLUB COLLABORATES WITH RENOWNED JEWELLERY DESIGNER ON STRIKING BOTTLE DESIGN

PRESS RELEASE – 1<sup>st</sup> November 2024



Havana Club, the world’s leading Cuban rum brand, has unveiled an exciting collaboration with Toronto-based goldsmith Jonathan Raksha, renowned for his iconic celebrity jewellery designs. The resulting limited-edition bottle for the award-winning<sup>1</sup> **Havana Club Añejo 7 Años**, is perfectly timed for the end-of- year festivities.

Raksha, celebrated for adorning global music stars like Rihanna, A\$AP Rocky and Post Malone with his iconic Grillz and custom jewellery pieces, brings his signature flair to Havana Club’s flagship rum.

Designed to stand-out on shelves, the bottle blends Raksha’s striking artistry with his deep admiration for Cuban architecture and the island’s vibrant culture. With shimmering gold accents and intricate diamond-like details, Raksha’s design is a nod to the grandeur of Havana’s ornate streets, blending history with modern luxury. The collaboration captures the essence of *La Cubanía* – the lively spirit of Cuba which Havana Club embodies in its global Cuban Mode campaign.

**Josh McCarthy, Brand Director Havana Club UK, comments:** “This year’s Havana Club 7 limited-edition bottle goes one step further than our previous designs, with Jonathan Raksha adding premium cues through his unique design and high-quality artistry. This is the perfect bottle to gift or enjoy with friends this festive season and with the UK being one of the lead

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<sup>1</sup> Gold Medal, CWSA 2024, Rum and Cachaca Masters 2024



markets for this launch, we are delighted to be hosting the global launch event right here in the capital.”

Inspired by Havana’s beauty and depth, Raksha describes his creation as “a piece of jewellery sprinkled with diamonds,” reflecting his connection to the sea and natural wonders in every detail. His handwritten note on the bottle reads, “Like a glimmering jewel, her waters shine like diamonds. Rich in colour & spirit. My beloved Cuba.”

The **Havana Club Añejo 7 Años x Jonathan Raksha** bottle will be available across all major grocers (excluding Asda), RRP in line with standard Havana Club 7 Años.

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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 €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.