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PERNOD RICARD UK PLACES ITS BETS ON POWER SERVES, INSPIRATIONAL TUTORIALS AND KNOCK OUT CUSTOMER PARTNERSHIPS TO TEMPT CONSUMERS INTO THE ON-TRADE THIS CHRISTMAS

Supporting its festive activity, the UK's number two wine and spirits supplier is also super-charging its marketing spend on one of its key festive brands ahead of the crucial December trading period



Pernod Ricard UK is ensuring consumers celebrating the festive season in the On-Trade continue to trade up and choose its brands by supporting its customers deliver the best possible experience this Christmas. The company is perfectly poised to support the trade from its position as the number two spirits supplier in the sector, leaders in Premium+ Spirits, and having achieved record market share of 15% in 2024¹.

James Bremner, On-Trade Channel Director for Pernod Ricard UK, comments: “This year more than ever is all about the power of the perfect serve, which is why we are investing to drive rate of sale by making sure festive menus are on point through creative cocktails that capture consumer imagination. We know consumers are looking to treat themselves and trade up, with cocktails continuing to outperform the On-Trade Spirits market². Where possible, we encourage outlets to prioritise Premium Spirits to drive profitability and feature brands that have become consumer favourites this year, such as Altos, Kahlúa, Jameson and Champagne.”

Power of the Serve

To provide venues with serve inspiration, Pernod Ricard UK has refreshed its YouTube Channel, “[Cocktails Etc.](#),” which offers bitesized content and festive tutorials of how to create the most-searched winter cocktails, including an Absolut and Kahlúa Espresso Martini and The

¹ CGA data to 15/06/24

² CGA data to 15/06/24

Glenlivet Hot Toddy. Venues will also be able to discover this year's hottest serves, from the Hugo Spritz to Champagne cocktails and the delightful Baby Stout – 18 million of which were sold in the On-Trade last year.

Last year, Pernod Ricard UK delivered close to 650,000 unique festive serves and the company will be aiming to serve even more festive cocktails this year, driving desirability with standout hero serves and innovative garnishes. This year, these include the Altos Santa Margarita, Absolut and Bumbu Cream Espresso Mar-Creamy, Kahlúa Quality Treats.

Yuletide Experiences

Pernod Ricard UK will be working with its customers to design and deliver bespoke yuletide experiences this year. Those live from December include: a Perrier-Jouet Champagne Chalet at London's King's Cross Station, Monkey 47 Gingerbread activities with D&D, an Italicus Christmas Terrace at Dalloway Terrace, an Absolut Espresso Martini Bar at Drake and Morgan Folly's, Festive Big Night Out at Amber Taverns, a Winter Chalet at Tonic in Edinburgh, Beefeater Pink Baubles at New World Trading Company venues, a collaboration between Little Moons and Absolut at All Bar One, a Christmas pop-up in Covent Garden and Christmas menus at Greene King venues nationwide.

Jameson Black Barrel – The Greatest Story Almost Told

Jameson Black Barrel has stepped into Christmas with an elevated new label, highlighting its premium credentials. To drive maximum awareness, the brand has launched a new global campaign that features a short film led by *Bullet Train* actor and rumored next *James Bond*, Aaron Taylor-Johnson, directed by Academy Award-nominated filmmaker, Yorgos Lanthimos (*Killing of the Sacred Deer*, *The Lobster* and *Poor Things*). The campaign, which explores the craftsmanship behind each bottle, will be showcased in the UK across video-on-demand platforms and social media, as well as on the big screen from 21st November to coincide with the release of *Gladiator 2*.

-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.