

Wednesday 8<sup>th</sup> January 2025

**JAMESON TEAMS UP WITH DRINKAWARE TO UNVEIL NEW SIGNING, FORMER ENGLAND INTERNATIONAL AND FOOTBALL LEGEND JAY BOTHROYD, IN CAMPAIGN TO ENCOURAGE FOOTBALL FANS TO CHECK THEIR DRINKING HABITS**

*The digital campaign will go live from today across 72 EFL club websites and social media, as part of Jameson’s official long-term partnership with the organisation, as well as Jameson, Drinkaware, and Jay Bothroyd’s social media channels*



*Photo credit: Photography by Pete Jobson via The Junxion*

- *Jameson, official partner of the English Football League (EFL), has teamed up with leading alcohol harm charity Drinkaware and former England international and football legend Jay Bothroyd to encourage football fans to keep score and check their drinking habits*
- *Bothroyd urges football fans to visit Drinkaware’s website and take a quick, free, online Drinking Check*
- *The partnership and campaign support Jameson’s commitment to promoting responsible drinking within football communities across the UK*
- *Campaign video: [HERE](#) | Interview video: [HERE](#)*

As the January transfer window begins, Jameson has teamed up with Drinkaware, the leading alcohol harm charity, and former England international and football legend Jay Bothroyd, to continue its commitment to promoting responsible drinking within British football culture.

Jameson’s new signing, Bothroyd, encourages fans to visit Drinkaware’s website and use its free Drinking Check tool to kick off the new year by checking whether their drinking habits are putting their health at risk.

The Drinking Check is a quick, three-minute online quiz that provides a personalised drinking score. It helps users understand the potential impact of their drinking habits on their health and offers tailored advice and support for those who may need help moderating their consumption.

**Josh McCarthy, Brand Director for Pernod Ricard UK, comments:**

*“After almost 18-months, our partnership with the EFL has become an integral part of Jameson’s DNA here in the UK and our collaboration with Drinkaware this January is the second campaign we have launched during this time to promote responsible drinking within British football culture. At Jameson, we love a get together and live for the craic, and be responsible, which means being in control and knowing how much you’re drinking. Drinkaware’s Drinking Check tool is so easy to use and we are proud to have football legend Jay Bothroyd on board to help us drive maximum awareness and change behaviour.”*

**Karen Tyrell, CEO of alcohol charity Drinkaware, added:**

*“We are delighted to be partnering with Jameson and former England international and football legend, Jay Bothroyd, to encourage football fans to take a moment and check their drinking habits. As clubs and supporters return from the festive break, it’s a perfect time to consider your alcohol consumption and ensure its not putting your health at serious risk. More than eight million people in the UK regularly drink above the Chief Medical Officer’s recommended guidelines, and its crucial we work together to reduce that number. Tools like the Drinking Check provide a simple way for individuals to assess their drinking and provides personalised advice and support to help moderate your alcohol consumption.”*

[The Drinking Check](#) is based on the internationally recognised World Health Organisation (WHO) Alcohol Use Disorders Identification Test (AUDIT), which is used by medical professionals across the world to check the risk of alcohol-related problems, including alcohol dependence.

**-ENDS-**

### Notes to Editors

- Jameson was unveiled as an Official Partner of the EFL ahead of the 2023/2024 season. The exciting collaboration sees the brand highlight its commitment to football across the EFL's three divisions until the end of the 2026/27 season, engaging with clubs and communities across the England and Wales along the way.

### Links

- Drinkaware's Drinking Check Tool: [www.drinkaware.co.uk](http://www.drinkaware.co.uk)
- Campaign video with former England international and football legend Jay Bothroyd: [HERE](#)
- Interview video with Bothroyd: [HERE](#)

### Drinking Check

- How does the Drinking Check work? There are ten multiple-choice questions that cover various aspects of your alcohol use, such as:
  - How many alcohol units you drink on a typical drinking day
  - Whether you can stop drinking after starting, or need a drink in the morning
  - Being unable to remember what happened the night before, or being injured
- Your answer to each question is scored from 0-4, depending on the level of risk suggested by your response. The scores are added together to give a total score between 0-40 - the higher the score, the greater the likelihood that you are drinking in a risky or harmful way.
- What do the different scores mean?
  - 0 to 7 indicates lower risk
  - 8 to 15 indicates increasing risk
  - 16 to 19 indicates higher risk
  - 20 or more indicates possible dependence
- The score on any AUDIT test isn't a diagnosis of anything by itself. Your score can suggest the presence of a potential alcohol use disorder, but a healthcare professional will be able to offer you advice that considers other factors that are relevant for you – like your age, sex and genetic factors

### Chief Medical Officers' guidelines

- The Chief Medical Officers' guideline for both men and women state that:
  - To keep health risks from alcohol to a low level it is safest not to drink more than 14 units a week on a regular basis.
  - If you regularly drink as much as 14 units per week, it's best to spread your drinking evenly over three or more days. If you have one or two heavy drinking episodes a week, you increase your risk of long-term illness and injury.
  - The risk of developing a range of health problems (including cancers of the mouth, throat and breast) increases the more you drink on a regular basis.
  - If you wish to cut down the amount you drink, a good way to help achieve this is to have several drink-free days a week.
  - If you are pregnant or think you could become pregnant, the safest approach is not to drink alcohol at all, to keep risks to your baby to a minimum.
  - Drinking in pregnancy can lead to long-term harm to the baby, with the more you drink the greater the risk.

**About Drinkaware**

- Drinkaware is the UK's leading alcohol charity which aims to reduce alcohol harm. We achieve this by providing impartial, evidence-based information, advice and practical resources; raising awareness of alcohol and its harms and working collaboratively with partners. [www.drinkaware.co.uk](http://www.drinkaware.co.uk)
- Founded in 2006 by the UK Government, the devolved administrations and the alcohol industry, Drinkaware is funded by unrestricted voluntary donations from more than 120 organisations. These include UK alcohol producers, retailers, supermarkets, venues, restaurant groups and sports associations.

**About Jameson**

- Jameson Irish Whiskey is a blended Irish Whiskey. First, we take the best of pot still and fine-grain whiskeys. Then we triple distill them- not because we have to because we want to as it gives it its signature smoothness. Finally, we age them in oak casks for a minimum of 4 years. It's where we recommend starting your whiskey journey. You can drink it any way you like - just add mates and widen the circle. Triple distilled, twice as smooth, one of a kind.
- When football's at its best, it brings people together like nothing else (except maybe Jameson). It's why we've been bottling that same spirit since 1780. No matter the size of the rivalry, we always believe that the size of the circle counts. And everyone's invited.
- For latest news and information:
  - Website: <https://www.jamesonwhiskey.com/>
  - Instagram: <https://www.instagram.com/jamesonuk/>

**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.