

19<sup>th</sup> February 2025

## Jameson charges into St. Patrick's Day with a multi-million-pound campaign worthy of its Top 10 UK Spirit status

*Hot off the heels from welcoming a new family member, Jameson Triple Triple, the World's Most Awarded Irish Whiskey has all bases covered for the biggest holiday in the Irish calendar with a new TV campaign, collaboration with Yard Sale Pizza, disruptive experiential at the Carabao Cup Final, and more*



Having entered the UK's Top 10 Spirits in 2024, rising three places up the ranks verses last year<sup>1</sup>, Jameson is continuing its mission to recruit consumers through its Jameson, Ginger & Lime serve, newly extended Premium range, and its long-term partnership with the English Football League (EFL), the latter having helped deliver record high equity levels for the brand.

This St. Patrick's Day, Jameson will bring to life its three core values of being welcoming, smooth and light-hearted, with a new campaign 'Must Be A Jameson'. Set to reach over 15 million consumers, the TV partnership will be live from 24<sup>th</sup> February to 14<sup>th</sup> April via Sky Sports, as well as Video on Demand (including ITV, Channel 4, Prime Video) and online video (YouTube).

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<sup>1</sup> IWSR 2023 Full Calendar Year vs Last Year

The Sky Sports tie-up supports the brand's long-term partnership with the EFL and as part of this, a large-scale experiential event will also be executed at the Carabao Cup Final on Sunday 16<sup>th</sup> March. The Jameson Bus 'Orla Board' will be ready to greet over 80,000 Liverpool and Newcastle United fans as they descend on Wembley Stadium to see one team lift the trophy. The bus will be serving Jameson, Ginger & Lime drinks, handing out Jameson merchandise, as well as encouraging football fans to drink responsibly through the distribution of water as part of Pernod Ricard's Drink More Water campaign. This will kick off sampling across the On-Trade for the St. Patrick's Day weekend, with nearly 2,000 venues including Greene King, Young's and Michells & Butlers on board to take part.

Josh McCarthy, Brand Director for Pernod Ricard UK, comments: "We're going to paint the whole month green, not just St. Patrick's Day Weekend! The last 18-months has seen us gain so much momentum thanks to the hard work of our teams. We'll be toasting all that's great about Jameson with fans of our whiskey, our partners and some of our favourite creators. We've got a Yard Sale Pizza collab for the food lovers, our Jameson Bus at Wembley for the League Cup Final with the EFL and Jameson, Ginger & Lime samples to share with consumers across the country, you're not going to miss us this March. Sláinte!"

### **Yard Sale Pizza**

Jameson is joining forces with Yard Sale Pizza, as well as chef and influencer What Willy Cook, to create a limited-edition pizza this St. Patrick's Day. The pizza celebrates Irish culture with a cheeky twist, bringing a load of fun and flavour along the way. Taking inspiration from one of Ireland's most celebrated dishes, this collaboration pizza will honour the much-loved Spice Bag. Originating from Chinese takeaways in Dublin, The Spice Bag is a fusion of Chinese and Irish flavours which quickly gained a cult following and has become a signature dish in Ireland since.

What Willy Cook has helped to create the 'Jameson Spice Bag Special', which will be topped with chicken tenders, chips, peppers and onions, which have all been seasoned

in a Chinese salt & chilli pepper mix. For those wishing to partake in the full Spice Bag experience, a chippy curry mayo dip will be available to order alongside the pizza, for all those crusts that need dunking. The 'Jameson Spice Bag Special' will be available across all fourteen Yard Sale shops for dine-in, collection and delivery from Wednesday 26<sup>th</sup> February until 25<sup>th</sup> March.

### **Jameson Triple Triple**

Earlier this month, Jameson introduced an exciting new member to the family. Jameson Triple Triple offers a fresh take on the signature smoothness of Jameson that has been elevated through the combination of triple cask maturation. Made in Midleton Distillery, County Cork, Jameson Triple Triple Chestnut Edition has been triple distilled and blended from a combination of both ex-Bourbon and Oloroso sherry casks with the addition of hand-selected sweet chestnut casks. The chestnut cask contribution adds velvety notes of toffee, cacao and toasted almonds, resulting in a whiskey so smooth, it must be a Jameson. Bottled at an ABV of 40%, Jameson Triple Triple Chestnut Edition is priced at RRP £29 bottle and is available on Amazon, launching in Morrisons on the 12<sup>th</sup> March.

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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.