



PRESS INFORMATION

PERNOD RICARD GETS READY TO GROW TEQUILA OPPORTUNITY WITH FIRST ALTOS RTD MARGARITA RANGE



Pernod Ricard’s award-winning Olmecca Altos Tequila is building on its prowess in premixed cocktails with the launch of its debut range of ready-to-drink Margaritas. Having successfully expanded into ready-to-serve last year, the brand is now seeking to elevate the on-the-go drinking experience with a two-strong line-up of RTD Margaritas.

Available in Lime and Watermelon flavours, the slightly sparkling Altos premixed cocktails deliver a refreshing taste and unrivalled quality in the brand’s most convenient format to date.

The launch comes hot on the heels of exponential growth for tequila on a global scale which is expected to expand at a CAGR of 7% between now and 2026¹ – propelled by premium tequilas, like Altos. By leveraging this, whilst tapping into the worldwide popularity of the Margarita cocktail, Altos has its sights set on driving appeal for RTD formats among premium spirits drinkers.

“Today’s time-pressed consumers are looking for easy ways to enjoy their favourite cocktails, and the ready-to-drink market is booming,” says **Michael Merolli, CEO at House of Tequila – Pernod Ricard**. “But quality perceptions aren’t always positive in this segment.

“We’ve already successfully challenged those perceptions with the launch of larger format Altos Margarita ready-to-serve bottles in Lime and Strawberry flavours last year. And now we’re on a mission to push this further by making this classic serve accessible on-the-go – showcasing that quality and convenience can go hand-in-hand.

¹ IWSR Tequila Category Assessment



“Altos is without a doubt the best placed tequila brand to achieve this, having consistently been voted the number one tequila for Margaritas by bartenders across the globe²,” **concludes Merolli**. “Plus, both of our new flavours have come out best-in-class in consumer testing, scoring highly for overall enjoyment – so our ready-to-drink Margaritas are already set up for success.”

Available in cases of either four or six fully-recyclable 330ml aluminium cans, Altos ready-to-drink Margarita Lime and Altos ready-to-drink Margarita Watermelon will be debuting in Australia and New Zealand in September (ABV 5%, RRP: \$24.00-\$27.00AUD). This latest launch was first piloted in a stadium-exclusive 250ml can at the FIFA Women’s World Cup.

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NOTES TO EDITORS

About Altos Tequila:

Altos is a super-premium Tequila, made from 100% pure Agave and Tahona liquid, crafted in the heart of Los Altos, 2104 meters above sea level in the western state of Jalisco, in Mexico. Born from a collaboration between Olmecca’s own Master Distiller Jesús Hernández and the internationally renowned UK bartenders, the late Henry Besant and Dré Masso, Altos is made in part using the 500-year-old traditional Tahona method, before being distilled in small copper pot stills.

About House of Tequila:

Pernod Ricard-owned House of Tequila is responsible for the brand management of the group’s award-winning ‘Made in Mexico’ range of tequila and mezcal, comprising Olmecca, Altos, Aviión and Del Maguey. Its portfolio of Mexican spirits showcases the full spectrum of high-quality tequila production, and a laser focus on excellence and quality is the driving force behind the House’s work.

Using the finest ingredients, blended by experts, and with generations of experience and tradition behind its conception, the House of Tequila portfolio can be found in over 100 markets across the globe, including Mexico, USA, Australia, UK and more.

For further information, please visit <https://www.houseoftequila.mx/about-us/>

About Pernod Ricard

Pernod Ricard is the world’s n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. 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 holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine’s, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well as Jacob’s Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,900 people and operates through a decentralised organisation, with 6 “Brand Companies” and 86 “Market Companies” established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard’s strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index. www.pernod-ricard.com

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² Drinks International, Annual Brands Repot, 2018-2023