



CRISTALINO

PERNOD RICARD'S AVIÓN TEQUILA TO CRAFT FURTHER GROWTH IN PRESTIGE TEQUILA WITH THE LAUNCH OF AVION RESERVA CRISTALINO



Pernod Ricard's Avión tequila is tapping into the soaring demand for prestige tequila by expanding its exclusive Reserva range with the launch of Avión Reserva Cristalino – the second release to join the Avión Reserva line-up.

This launch comes off the back of an impressive year for Avión (achieving high double-digit growth) and reflects increasing demand for prestige tequila – now the fastest growing price segment within the category.

"This growth is driven by consumers' excitement and desire to try new Tequilas, both at home and on premise," says **Michael Merolli – CEO at House of Tequila**, Pernod Ricard's division in charge of all Mexican origin spirits. "With this launch we aim to expand our Avión Reserva Range with a new fresh profile so consumers can choose their favorite Reserva according to their taste preference, the setting or moment in which they are enjoying it."



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A crystal-clear aged tequila, Avión Reserva Cristalino is aimed at propelling Avión's success even further, driving both penetration and higher value sales among consumers seeking the perfect serve for an ultra-premium tasting experience.

Distilled in the highlands of Jalisco, Mexico – using mature, hand-selected agave grown at the highest elevations – Avión Reserva Cristalino is crafted using a unique blend of the finest 12-month-old Añejo and a touch of 3-year-old Extra Añejo Reserva. The liquid then undergoes double-charcoal filtration to achieve a clear tequila of unparalleled smoothness with a fruity, floral character, which carefully balances the citric nuances of agave with the signature taste and aroma of barrel aging. The brand claims the delicately balanced profile of Avión Reserva Cristalino will appeal to both Blanco and Añejo tequila aficionados alike.

"Since its foundation in 2008, Avión has been driven by a desire to make tequila that is truly unique, a passion that has resulted in the use of only the finest quality agave from higher elevations," says **Michael Merolli – CEO – House Of Tequila (Pernod Ricard)**.

Xavier Zamudio, Brand Manager for Avión, says: "Through the introduction of Avión Reserva Cristalino, we have crafted a tequila that pays homage to every step in our production process – from field to bottle – showcasing the uniqueness of our terroir, the character of our agave, the purity of our distillation and the delicate relationship with wood during ageing.

"The result of this vision is a crystal-clear Añejo tequila which strikes the perfect balance between aged complexity and agave brightness. Best enjoyed neat, or on the rocks, this new launch offers consumers an elevated drinking experience with every sip, which we're confident will contribute to the continued growth of the prestige tequila sector."

To ensure its unique appearance and flavour profile, the new launch has been developed in collaboration with renowned spirits judge, restaurant critic and cocktail expert Virginia

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Miller. The final product is the result of rigorous testing, with over 56 prototypes coming before it.

Miller comments: “It has been exciting working with the Avión team for over a year, creating the Cristalino I longed to see in the market. Taking inspiration from across spirits categories and working outside the box with a range of flavour profiles and blends, I am proud of what we created together: a Cristalino with age and complexity, balance and nuance, but one that is a tequila first – showcasing our beloved agave.”

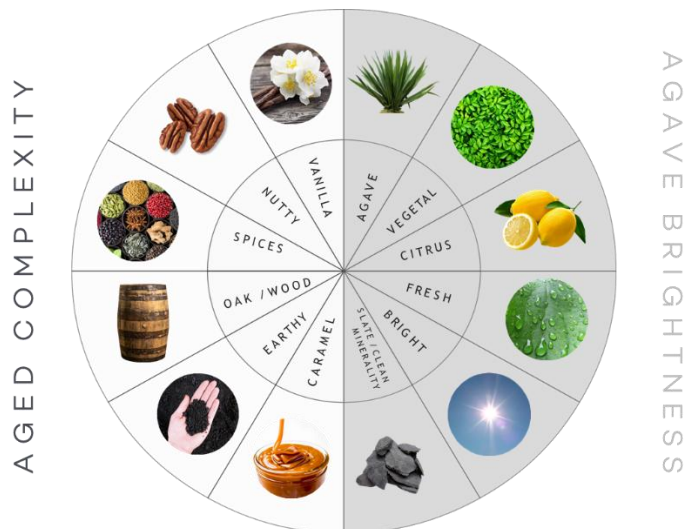
Avion Reserva Cristalino (750ml, RRP: \$149 USD) will be available in the USA, Mexico and St. Barts from the beginning of February, and will be rolled out in Europe by Summer 2022.

-ENDS-

NOTES TO EDITORS

Avión Reserva Cristalino Tasting Notes:

- **Nose:** Primary notes of oak, vanilla, caramel and warm spices, like cinnamon. These aromas are complemented by hints of minerality, lime zest and fresh agave.
- **Taste:** Creamy notes of vanilla, pecans and roasted agave and pineapple. Agave bright notes of fresh herbs and minerality.
- **Finish:** Full bodied and Smooth palate of oak, caramel and earthy tones.





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About Tequila Avion:

A multi award-winning tequila, Avión is crafted with a simple philosophy; committed to creating a single origin tequila that embodies the best of craft processes to ensure the natural, rich, and roasted flavours of the Avion agave.

The journey of Avión begins in the small town of Arandas, Jalisco. Here, single origin, blue agave is grown at some of the highest elevations for 7 – 10 years. When ripe, the finest single source agave is then handpicked and slow roasted in brick ovens for three days. These low temperatures gently caramelize the agave, bringing out its natural sweetness and rich flavour.

Avión tequila is then distilled in small, handmade pot stills, before it undergoes meticulous, ultra-slow filtration. Finally, the liquid is aged in former American whisky barrels.

About Virginia Miller:



Judging:

- The World's 50 Best Cocktails/Bars Awards, Chairperson for W. North America,
- SF World Spirits
- Tales of the Cocktail Spirited Awards
- IWSC Spirits (England/UK)
- ADI International Craft Spirits Lead Judge
- Good Food Awards Spirits Judge
- vegasspiritawards.com
- usaspiritsratings.com
- Charbay (Tapatio) and Griffio Distillery Cocktail Judge

Virginia Miller

Since 2017 Virginia Miller is the West North America Chair for The World's 50 Best, has been Zagat SF editor and SF Guardian restaurant critic. Published in over 60 international publications, she regularly covers dining, spirits, cocktails and bars globally at Time Out, Distiller Magazine, Gin Magazine, to name a few.

She judges for many cocktail competitions and on many international awards panels in dining, spirits, cocktails and bars.

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 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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About House Of Tequila:

House of Tequila is the brand company of one of the strongest Mexican spirits portfolios in the industry. Premium, super-premium and ultra-premium tequilas are represented in Olmeca Tequila, Altos Tequila and Avion Tequila respectively, joined by Mezcal Del Maguey. We handle production and marketing duties for our portfolio inside Pernod Ricard, the second biggest wine and spirit producer in the world, with a distillery located in Jalisco, and several mezcal production palenques in Oaxaca. Convivialité, but mostly Mexican convivialité, is our flag in the quest to be a reference of creativity and agility in the spirits industry.

For further information or images, contact:

Laura Martin

Richmond & Towers Communications

Tel: +44 (0)20 73887421

E-mail: laura@rtc.london