



PRESS INFORMATION

DEL MAGUEY CELEBRATES 30 YEARS OF LIQUID ART AND INDISPUTABLE CATEGORY LEADERSHIP

Pernod Ricard's Del Maguey Single Village Mezcal is celebrating three decades of pioneering craftsmanship, authenticity and community as the world-leading mezcal brand marks its 30th anniversary with a jam-packed year of activity.

Kicking off with a special celebration in Oaxaca, Del Maguey will bring together the brand's founding families, trade and industry professionals and the Pernod Ricard community, before taking celebrations on the road through a global tour that will take it to leading international trade shows including Roma Bar Show, Bar Convent Brooklyn, Tales of the Cocktail and London Cocktail Week.

The year-long celebration will pay homage to Del Maguey's incredible journey from start up to multi-award-winning leader, highlighting the brand's pioneering history from its creation in 1995 by visionary Ron Cooper, through to its continually growing impact on the burgeoning agave spirits category.

"We're celebrating our thirtieth anniversary, but Del Maguey's story really began years before that," says Steve Olson – Early Partner of Del Maguey Single Village Mezcal. "Ron first discovered the magic of mezcal by pure chance in a small weaving village in Oaxaca, back when it was still Mexico's best kept secret. He became enchanted by the spirit, the people creating it and the ancestral traditions surrounding it – and his passion was contagious. Together, we were compelled to uncover and share the very best mezcal.

"As the world's only Single Village Mezcal, Del Maguey is a unique form of 'Liquid Art' that is inspired by the ancestral villages and maestros palenqueros – the 'artists' – that give each expression its own deep, complex flavour profile. That was the whole concept behind Del Maguey – to give these artists and their unique art form the global recognition it deserves.

"Now, with a global footprint spanning the world's best bars, restaurants and retailers, we're sharing the beauty of mezcal with new generations of spirits lovers – all while protecting the people, places and processes that make it so special."

Del Maguey has led the way in introducing consumers and bartenders alike to the depth and diversity of the once lesser-known spirit. Today, it is the driving force behind mezcal's exponential growth – outpacing the total category fourfold (+20.4% versus +5.3%)¹.

Hand-crafted in 10 single villages, using 12 agave varieties, Del Maguey's portfolio offers 20 unique mezcal expressions which collectively showcase the breadth of flavour and diversity of Oaxaca's and Puebla's villages. Some of the best-known and loved include its core Del Maguey VIDA Clásico & VIDA Puebla, along with Del Maguey Chichicapa, Tosalá and Tepextate expressions.

¹ IWSR PRMV 2023, Net Value Euros, On & Off Premise

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M E Z C A L

The anniversary falls after another hugely successful year for the mezcal giant in which it reaffirmed its global status as the most awarded mezcal, with accolades including: IWSC's Best Agave Producer and overall Outstanding Spirits Producer 2024; Trophy for Best Mezcal for Del Maguey Tobalá at the International Spirits Challenge 2024; Drinks International Annual Brands Report's Best Mezcal for Margaritas, Bestselling Mezcal, Top 10 Trending Mezcal and Top 5 Bartenders' Choice in the All-Time Leagues.

Michael Merolli, CEO at Pernod Ricard's House of Tequila adds: "We are proud that Del Maguey has set the standard for artisanal mezcal by elevating the category on the global stage while championing both traditional production methods and the communities that craft each bottle by hand. Although becoming very popular, very quickly, it's still a relatively small category and that really excites us. It means there's still huge headroom for growth.

"This anniversary is not just a celebration of our past and position as the number one mezcal, but a commitment to how, as we continue to innovate and expand globally, we will advocate for sustainability and the preservation of the artisanal and ancestral processes and producing families that have defined both the category and Del Maguey since the start."

ENDS

NOTES TO EDITORS

About Del Maguey:

Hand-crafted by individual Zapotec and Mixtec farmer-families, Del Maguey pioneered the mezcal revolution. Founder Ron Cooper – a visual artist – fell in love with Mezcal in Oaxaca many years ago and felt compelled to introduce his friends, family and the world to the mystifying spirit, all whilst spotlighting each individual partner-producer that made it possible. In 1995, this led him to introduce artisanal mezcal to the world and, almost 30 years later, it continues to celebrate the traditions of ancestral villages that give each unique expression its own rich, sweet and smoky character and "taste of place". Its award-winning portfolio embodies the culture and heritage of the indigenous families and, to this very day, its leading expression – Del Maguey Vida Clásico is made in one of the original Del Maguey partner family's Palenque in San Luis del Rio, Oaxaca.

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 Olmeca, Altos, Avión 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 a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand-building, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes 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 and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term development 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's consolidated sales amounted to €12,137 million in fiscal year FY23.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code:FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices. www.pernod-ricard.com

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