

PRESS INFORMATION

PERNOD RICARD TAPS INTO SOARING DEMAND FOR TEQUILA-BASED COCKTAILS WITH THE LAUNCH OF ALTOS MARGARITA CLASSIC LIME READY-TO-SERVE



Pernod Ricard's award-winning Olmeca Altos brand is raising the (at-home) bar with the launch of Altos Margarita Classic Lime ready-to-serve. It marks the first foray into ready-to-serve in the brand's 13-year history.

Combining Altos Plata tequila, triple sec, natural lime flavouring, and agave syrup, Altos Margarita Classic Lime delivers an easily-accessible, bar-quality imbibing experience that is the signature of its 100% agave tequilas. The blend heroes Altos Plata – a smooth tequila with a clean, complex flavour profile which has been consistently voted as one of the top tequilas for Margaritas¹ by bartenders across the globe.

The launch follows a successful financial year for Olmeca Altos, during which the brand registered double-digit growth worldwide (10%)², and Altos Margarita Classic Lime is aimed at building on this success by tapping into the soaring popularity of tequila-based cocktails.

"The fast-paced growth of the tequila category is attracting a new generation of consumers eager to learn more about how to serve and balance quality, agave tequilas," **says Michael Merolli, CEO at House of Tequila – Pernod Ricard.** "Introducing a new, accessible format featuring our bestselling tequila is the natural solution to help build access and knowledge to tequila. The simple two-step preparation for Altos Margarita Classic Lime – pouring over ice, and enjoying – eradicates concerns around balance, technique and leftover ingredients.

"Fuelled by the at-home cocktail boom during lockdown, consumers have developed a real taste for quality cocktails which is here to stay. Since the re-opening of the hospitality

¹ Drinks International, Annual Brands Report 2019-2021

² Pernod Ricard FY22 results - House of Tequila, Olmeca Altos



industry worldwide, we've seen a huge spike in popularity for tequila-based cocktails, which makes the unveiling of our latest innovation all-the-more timely.

"With Altos Margarita Classic Lime, time-pressed consumers can enjoy quality cocktails at ease, in the comfort of their own home, without any of the hassle – whether they're elevating an evening in, or looking for the perfect dinner party serve."

Altos Margarita Classic Lime is available now in the US in a 750ml glass bottle (RRP: \$19.99, ABV: 15%), Altos Margarita Classic Lime offers up five servings best enjoyed over ice and, once opened, should be refrigerated.

ENDS

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 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

For further information or images, contact:

Laura Martin
Richmond & Towers Communications
Tel: +44 (0)20 73887421
E-mail: laura@rtc.london