



PRESS INFORMATION

OLMECA TEQUILA INTRODUCES FRESH NEW FORMAT FOR ANNUAL SHOT RING COMPETITION



Olmeca Tequila is shaking things up with the return of its Olmeca Shot Ring competition – the first ever global influencer shot ritual contest – which, for the first time since its establishment in 2019, is going to be headlined by a star-studded line-up of international influencers.

Taking place in Bogotá, Colombia, from April 26th-28th, this year's Olmeca Shot Ring contest is challenging 12 influencers from key tequila markets across the globe – including host nation Colombia, along with South Africa, China, Chile and Nigeria – to craft their very own experimental shot-tails and high-energy drinking rituals for their chance to win 4-day stay at the Olmeca distillery in Los Altos, Mexico, complete with an exclusive tour. As part of House of Tequila's responsible drinking ethos, all shot-tails featured in the competition will have an ABV below 25%.

Inspired by the energy and theatre of Lucha Libre freestyle wrestling, the Olmeca Shot Ring competition will fully immerse its participants – and audience – in traditional Mexican culture. With more than 800 consumers in attendance, the high energy event will represent the vibrant, Mexican fiesta spirit of the Olmeca brand and will include a jam-packed line-up of live music and entertainment.

The 3-day event will culminate on April 29th, as the competition reaches its climax with the final fight, or "La Lucha", where participating influencers will go head-to-head in two opposing teams: The Tecnicos – rule-abiding experts who play fair – versus the Rudos – the maveriks who play by their own rules. The winning team will be announced live on the



night, after which all participants and attendees will be invited to continue the celebrations at the after party.

Carlos Andrés Ramírez, Global Advocacy Manager at House of Tequila – Pernod Ricard, comments:

“We’re so excited to be bringing back our Olmecca Shot Ring competition, and this year’s event is going to be bigger and better than ever before. For the first time, we’ve invited a 12-strong team of global influencers to showcase their very own shot-tail and ritual at our most epic grand finale yet as we search for a winning combination which embodies the Lucha Libre party experience, whilst showcasing a new, experimental way to enjoy our award-winning Olmecca tequila.

“To get even more party lovers across the globe involved, we’re encouraging users to head to our new, digital platform where they can vote for their number one shot-tail and ritual. It’s easy – bartenders, drinks enthusiasts and everyone in between can simply register online, check out each of the entries, and cast their votes ahead of the grand finale. To find out if their favourite takes the top spot, they can also follow the award ceremony live on the @olmecatequila Instagram page.”

Consumers can access the online voting platform from 10th April via <http://olmecatequila.com/shotring>, and must register their vote before the kickoff on April 28th. All votes will then be combined with the results of the audience poll, plus those of the special guest judge panel, before the winning shot-tail is announced at the event’s grand finale.

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NOTES TO EDITORS

About Olmecca Tequila

Established in 1967, Olmecca Tequila is a premium, mix to Tequila which is enjoyed in more than 80 countries including key countries Russia, Turkey, South Africa and Colombia. Olmecca is the No. 2 premium Tequila outside of the USA and Mexico and its range consists of Olmecca Silver, Reposado/Gold, Añejo, Extra Añejo & Chocolate.

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 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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