



## PRESS INFORMATION

### PERNOD RICARD DISRUPTS THE MEXICAN MARKET WITH MOST GROUNDBREAKING INNOVATION TO DATE FOR ALTOS TEQUILA



Pernod Ricard has unveiled a brand-new range of infused tequilas: Altos Infusionado. It marks the most significant launch since the brand’s conception and will be supported by a major marketing push – a campaign called ‘Infusionar Eleva la Esencia’ (Infusion Elevates the Essence) – which represents the drinks giant’s most significant investment in any tequila campaign to date in the Mexican market.

Offering a unique, unparalleled experience, Altos Infusionado is a two-strong line up of infused tequilas which masterfully blend super premium, 100% agave Altos tequila with all-natural ingredients during the second distillation. Unmatched in quality, the new expressions form part of Altos’ wider strategy to cater to the evolving palettes of modern tequila drinkers with boundary-pushing innovation.

Available in two timeless variants – *Cítricos (combining mandarin and lemon)* and *Café Natural (featuring delicate notes of coffee, cinnamon, and traditional Mexican piloncillo)* – these new expressions are aimed at disrupting the super premium tequila category, which represents almost a quarter (22%) of the overall spirits market in Mexico<sup>1</sup>. They’re set to captivate the attention of discerning drinkers seeking to elevate and diversify their serves – whether that’s by savouring straight, using as a base for extraordinary tequila cocktails or pairing with sodas, like lemon and cola respectively.

“Since its conception, Altos has been steeped in the history of traditional tequila-making,” **says Michael Merolli, CEO at House of Tequila – Pernod Ricard.** “But we’ve also long been known as a pioneer in the category – from launching the first ever sustainability-focused bartending competition, to tackling quality perceptions of premixed cocktails with our range of premium RTS and RTD Margaritas. Our latest launch, and accompanying campaign, are no exception to this.

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<sup>1</sup> Nielsen + Iscam MAT August 2023



“With Altos Infusionado, we’re taking everything we know about producing quality, 100% agave tequila to new heights both in terms of the innovation itself, and through our biggest campaign to date.”

The accompanying campaign – ‘Infusionar Eleva la Esencia’ – will be live across digital, social, OOH and shopper marketing from October 2023 through to July 2024. With a creative that puts wit and humour front and centre, it aims to subvert typical expectations of communication around super premium tequila. Set to reach consumers on mass in Mexico, it is well-placed to drive both awareness of – and relevancy for – Altos among a new generation of spirits drinkers.

**Nicolas Payet, CEO – Pernod Ricard Mexico & North Latam, adds:** “We knew we had to do something unique to stand out in the world’s most established tequila market, Mexico. With Altos Infusionado, we’re bringing a genuine point of difference to a typically highbrow category – into which we’re injecting some fun and humour with an accompanying campaign which will build brand love. Proving that we can gain credibility for exciting innovation in front of a knowledgeable audience first and foremost certainly bodes well for the future.”

The full creative can be viewed [here](#). Altos Infusionado Cítricos and Altos Infusionado Café Natural are available from October across the Mexican on and off-trade (700ml, 35% ABV, \$750MXN).

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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](http://www.pernod-ricard.com)

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