

PRESS RELEASE  
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# **Introducing Plymouth Honey, a naturally smooth and delicate new expression**

The premium gin brand's new flavoured launch taps into consumers' desire for fresh new taste experiences.



Plymouth Gin is launching Plymouth Honey, a bold addition to the flavoured gin market. Offering a delicate and smooth expression with a natural honey flavour, Plymouth Honey caters to those wanting to explore different tastes, enjoy authentic moments and indulge in new experiences.

Made in England's oldest working distillery which is located on the South-West coast, Plymouth Honey offers a unique and delicious flavour profile inspired by Plymouth Gin's original 1793 recipe. Gentle on the palate with golden honey and vanilla notes, alongside a juniper and citrus finish, Plymouth Honey is a delicate and smooth expression of the premium Plymouth Gin.

Now available in the USA, the Plymouth Honey bottle's eye-catching design and colour celebrates the hardworking honeybees behind the star ingredient. The new flavoured gin comes in a distinctively shaped Plymouth Gin bottle made of jet-black glass adorned with a striking gold and black label featuring a honeybee, honeycomb and honey drips.

Toni Ingram, Global Brand Director for Plymouth Gin, says: "Honey has surged in popularity across many spirit categories, however, very few have taken on the challenge in gin. We have and we are sure it will create a buzz. Our consumers are increasingly interested in exploring innovative flavour profiles. What better than with an exciting new flavoured gin that uses the highest quality ingredients and remains true to the tradition behind the timeless taste of Plymouth Gin?"

At 41.2%, Plymouth Honey can be enjoyed as a twist on the classic gin & tonic or in an array of luxurious cocktails, including the signature serve, Bees Knees (see editors' notes below).

Plymouth Honey becomes the sixth drink in Plymouth's gin range, which is spearheaded by its multi-award-winning original 'dry' Plymouth Gin, a super-premium spirit with a nautical heritage. Its historic Black Friars distillery, a former 15th-century monastery, is located on the South West coast of England and legend has it that whenever a new vessel was launched into the British Naval fleet, it was 'commissioned' with a bottle of Plymouth Gin. Today, it partners with the Ocean Conservation Trust (OCT) to support the regeneration of seagrass in the adjacent sea, through donations from the sale of specially designed limited-edition bottles.

Plymouth Honey will be available at various retailers from June, with an RRP of €42.

High res assets can be found [here](#).

## Signature serve: Bee's Knees

### Ingredients

- 60ml Plymouth Honey
- 22ml fresh lemon juice
- 15ml honey syrup
- Lemon twist garnish

## Method

Add the gin, lemon juice and honey syrup into a shaker with ice and shake until well-chilled. Strain into a chilled cocktail glass. Garnish with a lemon twist.

## About Plymouth Gin

Plymouth Gin has been made at the Black Friars distillery, the oldest working distillery in England, for more than 200 years using an original 1793 recipe.

Distilled in a single Victorian copper pot, its one-of-a-kind recipe blends seven handpicked botanicals from all over the world (coriander, cardamom, lemon, oranges, juniper, orris and angelica). The result is a smooth, deep and earthy gin – rich in spirit and fresh in aroma – that is worlds apart from traditional dry gins.

Beyond its multi-award-winning original 'dry' gin, Plymouth Gin's range includes Navy Strength with an ABV of 57%; Plymouth Sloe Gin, a quintessentially English drink using slow berries grown in Devonshire hedgerows; and Plymouth Fruit Cup, a rich, fruity and refreshing gin. There's also the single-sourced Mr King's 1842 Recipe, a limited-edition gin picked on just a single day from a single mountain in Italy.

Sustainability is also at the brand's heart. While its Blackfriars distillery dates back more than 200 years, its distilling operations are today powered by 100 per cent renewable electricity. It also recycles all of its botanicals via an anaerobic digestion power plant to turn waste into energy. In 2021, Plymouth reduced the weight of its glass bottles by 15 per cent and removed the use of single-use plastic – saving 60 tonnes of carbon emissions per year.

In an ongoing partnership with the Ocean Conservation Trust (OCT), a global non-profit organisation, Plymouth Gin supports the regeneration of an area of seagrass the size of 20 football pitches just off the coast near its distillery. Each year, Plymouth has marked the partnership with specially designed, limited-edition bottles and donates £1 to the OCT for each bottle sold in the UK.

A true classic, the multi-award-winning Plymouth Gin – a spirit for discerning gin enthusiasts – has been part of Pernod Ricard since 2008 and is sold in multiple markets worldwide.

## About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, 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 growth 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.

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