

PRESS RELEASE
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Malfy Originale unveils stunning new bottle design celebrating italian style and allure

Malfy Originale's new bottle design is inspired by shimmering seas and Italian allure, elevating Malfy Originale into a bold statement of effortless style.



Malfy, the world's number one Italian Super Premium Gin^[1], has unveiled a stunning new bottle design for Malfy Originale, its classic dry gin with an Italian twist, aiming to strengthen the brand's position in the growing super-premium dry gin category².

The mesmerizing new look of the bottle pays homage to Malfy's home country, inspired by the breathtaking Amalfi Coast. Echoing Italy's sun-drenched coastline and shimmering blue sea, the new design sets the mood for gatherings that feel elevated and effortless, encapsulating the feeling of being on Italy's luxurious coast, wherever you are.

Every detail of the new bottle exudes Italian allure and sophistication. Whilst retaining the core elements of Malfy's unique style, the new bottle, draped in a shimmering silver and vivid turquoise design, dials up its premium quality with bold design elements. It features a frosted ring that wraps the glass bottle, accompanied by a new sunburst textured graphic in a magnifying turquoise tone for enhanced logo visibility, positioned prominently on the front. The neck collar mirrors the new logo with its eye-catching colour scheme and refreshed silver foil border.

Soon to appear in the most stylish of bars and homes, the new Malfy Originale bottle will be rolled out across Italy, UK, Turkey, Australia and UAE from September onwards with RRP €35.

Malfy Originale is the multiple award winning³ super premium dry gin, including gold and silver medals from the world's most prestigious competitions, with a unique, citrus dry profile. Its ingredients include sun-ripened Italian lemons blended with water from Italy's Piedmont region to deliver distinctive, refreshing citrus flavours and unmistakable Italian character. Malfy Originale is best enjoyed in a Gin & Tonic serve while also making an excellent base for summer-inspired spritzes and cocktails.

Murielle Dessenis, VP Marketing Global Gins, comments: *"Malfy Gin has been on a wonderful trajectory of growth becoming the number 1 Italian super premium gin in recent years, not only growing footprint in Flavours but in the Dry segment⁴, too. Our multi-award winning Malfy Originale Dry Gin will be a key contributor to growth in the future, and we are thrilled to unveil our new bottle design inspired by the shimmering turquoise sea of the Amalfi Coast, epitomising Italian allure to be even more desirable and stylish, resonating with our consumers"*

The new bottle design developed in collaboration with Nude design agency will help elevate and strengthen the brand's position in the super-premium dry gin category. Its design has been validated by consumers for its strong associations with premium, elegance, and style.

Notes to Editors

For additional information, please contact: theabsolutgroup@mcsaatchi.com

Malfy Originale Gin & Tonic

Ingredients:

- 50ml Malfy Originale Gin
- 150ml Fever Tree Mediterranean Tonic

- 1x lime wheel

Method:

Build ingredients in glass over cubed ice and gently stir to combine. Garnish with a wheel of lime.

[1] IWSR 2024

² IWSR 2024

³ GLOBAL GIN MASTERS 2024, SFWSC 2024, ISC 2024, IWSC 2024

⁴ IWSR 2024

About Malfy, Gin from Italy

Nowhere encapsulates the spirit of Italy quite like the Amalfi Coast. In this stylish, sun-soaked enclave, life moves at a different pace. Inspired by this Amalfi lifestyle, Malfy Gin embodies its essence and invites you to live 'La Dolce Vita' as a true Italian. Distilled at the Torino Distillati distillery in Northern Italy and using some of the finest botanicals including handpicked juniper, Italian lemons, pink grapefruits, oranges and blended with Italian water, Malfy is a truly unique gin. Created from Italy's 'garden' and the abundance of ingredients it has to offer, Malfy is here to bring to life 'La Dolce Vita' and Italy's passion of sharing love, laughter and lasting moments.

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and champagne 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 € 10,959 million in fiscal year FY25. 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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