

PRESS RELEASE
May 27, 2024

Pernod Ricard's Avión redefines prestige tequila with debut NFT release for rare new liquid

For the first time, Pernod Ricard's Avión tequila is leveraging the exclusivity of its latest launch alongside the demand for prestige NFTs as it partners with BlockBar – a marketplace selling blockchain-authenticated wines and spirits direct from producer – to release a limited-edition, prestige expression: Avión Lucky Liquid.

Born from an endeavor to defy convention, Avión Lucky Liquid embodies a story of serendipity. This limited-edition release of just 100 bottles is the pioneering product of nine years' aging for extra añejo tequila in one single American oak cask that previously matured Mexican Cabernet Sauvignon. Left forgotten in the cellars until it was fortunately rediscovered, the result is an expression with unparalleled depth and character which takes its name from having beaten all odds – clearly prevailing as an exquisite 100% agave tequila despite the nature of its production.

This ultra-aged tequila boasts a distinct reddish hue and remains unfiltered to preserve its intrinsic character and vibrant texture. It evokes profound and intense sweet aromas such as cacao and candied red fruits. On the palate, it delivers a robust tannin-rich body, followed by mellow fruity notes of peach, cranberry, and pecans – culminating in the sophisticated, smooth mouthfeel emblematic of a high quality 100% agave tequila.

With only 100 numbered bottles available as part of this exclusive collection on BlockBar, Avión has its sights set on expanding awareness of – and driving demand for – its portfolio of prestige tequilas among a new community of consumers who relish the finer things in life. It marks the next step in the forward-thinking brand's ambition to disrupt the status quo and subvert expectations of prestige tequila.

Taking inspiration from the brand's sought-after Reserva range, Avión Lucky Liquid will be available in a unique, specially designed bottle. This features luxurious gold touches and nods to the world of blockchain technology via hexadecimals, within which the Lucky Liquid manifesto is encrypted.

“Successfully created against all odds, Avión Lucky Liquid was borne out of a hunch nine years ago and is proof that fortune favours the bold,” says Juan Namur, Digital Director at

House of Tequila – Pernod Ricard. “This very notion is something which Crypto Enthusiasts and Spirits Collectors live and breathe, as they’re always on the hunt for the next extraordinary token or expression which could appreciate significantly. It’s high risk, high reward.

“By combining blockchain technology with prestige tequila in a limited run of just 100 bottles, we’re captivating the attention of two highly engaged, trailblazing communities. And – as a trusted marketplace for the highest quality wines and spirits – BlockBar was the natural partner to connect us to these collectors and help us revolutionise the way in which ultra-premium tequila can be purchased, gifted and consumed.”

Jamie Ritchie, Chief Operating Officer at BlockBar, adds: ““We are honoured that Pernod Ricard’s Avión tequila has chosen to partner exclusively with BlockBar to release this rare, one-cask batch of Lucky Liquid. The BlockBar platform provides Avión the opportunity to reach a dynamic global audience and new demographic of tequila enthusiasts. With this highly limited release, we are excited to find out which collectors and aficionados are ‘lucky’ enough to secure this one-of-a-kind offering.”

Avid collectors can join the waiting room to purchase Avión Lucky Liquid on BlockBar.com from 10:00am EST on 27th May, before it goes on sale on a first come, first served basis at 10AM EST on 3rd June, priced at \$495. Each bottle of Avión Lucky Liquid will be stored in BlockBar’s state-of-the-art storage facility in Singapore, and owners will have the option to resell via BlockBar’s secondary marketplace or redeem their NFT for the physical bottle from July 2025.

About Tequila Avión

A multi award-winning tequila, Avión is crafted with a simple philosophy; committed to creating a single origin tequila that embodies the best of craft processes to ensure the natural, rich, and roasted flavours of the Avion agave.

The journey of Avión begins in the small town of Arandas, Jalisco. Here, single origin, blue agave is grown at some of the highest elevations. When ripe, the finest single source agave is then handpicked and slow roasted in brick ovens for three days. These low temperatures gently caramelize the agave, bringing out its natural sweetness and rich flavour.

Avión tequila is then distilled in small, handmade pot stills, before it undergoes meticulous, ultra-slow filtration. Finally, the liquid is aged in former American whisky barrels.

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 Olmeca, Altos, Avión 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

About BlockBar

BlockBar enables the wine and spirits community to buy, store, sell, gift, and ship the highest quality wines and spirits, sourced directly from producers and authenticated via blockchain. Our team has access to the world's most sought-after bottles, barrels, and casks, many of which are unique to BlockBar. These are released on the platform through various sales mechanics, with many including immersive events and unique experiences. Underwritten by the power of blockchain, BlockBar guarantees provenance and authenticity so users can safely build their collections. Despite its cutting-edge approach, BlockBar's roots stretch back decades. BlockBar was launched in October 2021 by cousins Dov and Sam, who are an active part of the family-owned Falic Group, a network founded in 2001 that today comprises over 50 businesses including Duty Free Americas, the largest duty-free operation in the Americas.

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