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Pernod Ricard's House of Tequila encourages discovery of its artisanal mezcal portfolio with new accessible expression

Pernod Ricard's House of Tequila has set its sights on welcoming even more mezcal-lovers with the latest addition to its award-winning¹ artisanal mezcal range: Del Maguey Vida® Puebla.

Making waves in the global drinks industry, the mezcal category is now worth \$338M² – and, as category pioneer and leader, Del Maguey is the driving force behind its growth +64%³. With the launch of Del Maguey Vida® Puebla, Pernod Ricard's House of Tequila will drive further appeal and penetration among new-to-mezcal consumers, whilst retaining the timeless charm and mythical qualities Del Maguey has long been loved for. “Mezcal is an exciting category right now. With its popularity reaching new heights worldwide, there's never been a better time for us to bring the magic of Del Maguey Vida® to even more drinks enthusiasts,” **says Michael Merolli, CEO at House of Tequila – Pernod Ricard.**

A project envisioned and brought to life in collaboration with **co-founder Steve Olson**, Del Maguey Vida® Puebla aims to meet the growing demand in the mezcal category while creating a sustainable future for the category and the region. “We saw the need and wanted to show it's possible to grow in the right way: by creating a liquid that's sustainably produced, with respect to the land, plant, and environment, honouring traditional process and culture and the people who make the mezcal. We felt it was our responsibility, because we opened the door to this culture by introducing the category to the world,” **says Olson.**

Del Maguey is the product of visual artist and **founder, Ron Cooper**, who fell in love with mezcal in Oaxaca over 25 years ago and felt compelled to introduce his friends, family, and the world to the mystifying spirit and the stories of each individual partner-producer that made it possible.

His infatuation led him to create Del Maguey and introduce artisanal mezcal to the world way back in 1995. Since then, the brand has been centred around celebrating the traditions of the ancestral villages that give each unique expression its own deep, complex flavour profile.

Merolli continues: “Now, almost 30 years later, we're bringing the very essence of our bestselling liquid to Axocopan, Puebla, with the creation of a new expression which unites the allure of traditional mezcal production with modern distilling to make it our most approachable mezcal yet.

“Del Maguey Vida® Puebla is an invitation to those who haven’t yet experienced the power of mezcal. Much like the rest of our portfolio, it truly is a ‘taste of place’ and celebration of our rich history. It embodies where we’ve been and where we’re going.”

Staying true to its roots, Del Maguey Vida® Puebla uses only 100% ripe Espadín agave, which is roasted underground and naturally fermented before being twice distilled in small copper stills. This careful process gives the final liquid a rich, yet mellow, flavour profile which blends soft notes of roasted agave with the subtle sweetness of white peach and candied pine, followed by a gentle citrus lift.

“Whether consumers are making their first step towards discovering mezcal, or are simply looking for something ultra-palatable, Del Maguey Vida® Puebla is widely accessible both in terms of its carefully-balanced flavour profile and its affordable price point. With this latest launch, we can’t wait to encourage a wider audience to start their path into discovering the Del Maguey portfolio,” **concludes Merolli.**

Del Maguey Vida® Puebla is now rolling out in select US states (including NY, CA, FL and OH), before further national rollout from July 2023. Packaged in the brand’s iconic, artistic packaging, it comes in a 750ml glass bottle (RRP: \$37.99, ABV: 40%).

¹ Recent award wins include Drinks International’s #1 Top Trending Mezcal Brand 2021, Ultimate Spirits Challenge Chairman’s Trophy Wild Papalome (2021) and Ultimate Spirits Challenge 24 Highly Recommended (94 points)

² Straits Research 2022

³ IWSR Spirits Market Info 2021 vs. 2020

About Del Maguey

Hand-crafted by individual Zapotec and Mixtec farmer-families, Del Maguey pioneered the mezcal revolution. Founder Ron Cooper – a visual artist – fell in love with Mezcal in Oaxaca many years ago and felt compelled to introduce his friends, family and the world to the mystifying spirit, all whilst spotlighting each individual partner-producer that made it possible. In 1995, this led him to introduce artisanal mezcal to the world and, almost 30 years later, it continues to celebrates the traditions of ancestral villages that give each unique expression its own rich, sweet and smoky character and “taste of place”. Its award-winning portfolio embodies the culture and heritage of the indigenous families and, to this very day, its leading expression – Del Maguey Vida Clásico is made in one of the original Del Maguey partner family’s Palenque in San Luis del Rio, Oaxaca.

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

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