

PRESS RELEASE
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Pernod Ricard's Olmeca Tequila hits one million cases milestone

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The accomplishment follows several years of exceptional growth, with Olmeca posting an impressive +17% average annual increase since 2021. The brand's momentum continues to build across key emerging tequila markets – from China and Turkey to Colombia, South Africa, and across the African continent – where Olmeca's bold positioning and vibrant spirit are striking a chord with the next generation of tequila drinkers.

“Reaching one million cases is more than a volume milestone – it's a testament to the strength of the Olmeca brand and the unwavering commitment of our global teams and partners,” **says Daniela Via, VP Marketing & S&R at House of Tequila – Pernod Ricard.** “From the heart of Los Altos de Jalisco in Mexico to the back bars in Johannesburg and Beijing, Olmeca is bringing quality, energy, and accessibility to markets that have long been underserved. Its uninterrupted growth is reflective of the wider, global trend towards Premium Tequila.”

While super and ultra-premium expressions often dominate headlines, it's the premium segment that drives scale. Between 2019 and 2024, the segment delivered +58% of volume gains and +41% of value growth for the category beyond the US and Mexico, underscoring its critical role in tequila's global expansion.

“Premium tequila is an important gateway for consumers discovering the category,” **Via adds.** “As one of the leading brands globally, Olmeca has opened the door to high-quality, accessible tequila, welcoming curious newcomers. It's where discovery begins – with distinctive flavour, lively character, and a deep respect for its Mexican roots.”

Olmeca's success reflects a focused brand strategy, brought to life through standout initiatives – from the range's bold bottle redesign in 2021 to the launch of indulgent Olmeca Chocolate, and the brand's recent limited-edition bottles inspired by traditional Zapotec art. These efforts have been supported by a wave of high-impact on- and off-trade activations.

With refreshed packaging, a dynamic focus on shots and shot-tails, and marketing targeted at next-gen tequila fans, Olmeca has cemented its position as a tequila that is both deeply rooted in Mexican heritage and commercially relevant across both established and emerging global markets.

Distilled in the heart of Jalisco, Olmeca's award-winning portfolio – including Silver, Gold, Reposado, and Chocolate – is crafted to deliver character, connection, and a confident expression of contemporary Mexican culture.

[1] IWSR 2024

About Olmeca Tequila

Pernod Ricard is committed to promoting responsible drinking and encourages all consumers to enjoy Olmeca tequila responsibly.

At Olmeca tequila we measure every step of the production process to optimise all resources with a special focus on water, energy CO₂, and waste. Our distillery recycles 99% of all its solid waste, and we are investing in the research of innovative uses for agave bagasse to give it a useful second life.

Established in 1967, Olmeca Tequila is a premium, mix to Tequila which is enjoyed in more than 80 countries including key countries China, Turkey, South Africa and Colombia. Olmeca is the No. 2 premium Tequila outside of the USA and Mexico and its range consists of Olmeca Silver, Olmeca Gold, Olmeca Reposado, Olmeca Añejo and Olmeca Dark Chocolate.

For further information, please visit <https://olmecatequila.com/>

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 The Absolut Group:

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlúa, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

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.

For further information, please visit <https://www.pernod-ricard.com/en>

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