

PRESS RELEASE  
April 12, 2024

# **Plymouth Gin and the Ocean Conservation Trust continue long-term partnership with new limited-edition bottle**

The 'Ocean Edition' bottle is the second in two years to wash up with £1 for every bottle sold donated to the ocean charity.



Plymouth Gin continues to make waves with the launch of a second 'Ocean Edition' bottle in partnership with ocean charity, Ocean Conservation Trust (OCT).

Inspired by the sea and the innovative work that the Ocean Conservation Trust does with seagrass conservation, the blue-tinted bottle, features swirling leaves of seagrass. The colour is baked into the glass and both the label and bottle are both made using recycled and 100% recyclable materials.

Plymouth Gin's work with the OCT has, so far, centred on the charity's 'Blue Meadows' project in Falmouth, which looks to protect local seagrass meadows. It aims to protect around 700 hectares (equating to 10% of all UK seagrass meadows), over the next five years, restoring them to the quantity and quality of how they were 60 years ago. The activity is particularly important because almost half of the UK's seagrass beds have disappeared since the 1930s<sup>1</sup>, making it the fastest disappearing habitat on the planet<sup>2</sup>.

Ian Peart, Commercial Director for Pernod Ricard UK, comments: "This new limited-edition bottle is the most recent step in Plymouth Gin's three-year partnership with the OCT with both organisations situated amongst the stunning scenery of the South West coast. The Plymouth Gin distillery has its home on Plymouth harbour, at the heart of the local community, and, like gin is to tonic, its story is anchored in the benefits of the surrounding sea."

Roger Maslin, CEO of the Ocean Conservation Trust, said: "Our long-term partnership with Plymouth Gin has allowed us to drive awareness of the importance of a healthy ocean by supporting our work, centred around people and positive action. With every sip we're raising a glass to protect our oceans and marine life, and together, we will be able to achieve our vision of a healthy, thriving ocean."

Plymouth Gin's distillery, The Black Friars distillery, is entirely powered by hydroelectricity, and all botanicals that make up the gin recipes are recycled. The Visitor Centre has also removed 100% of single use plastic products, and all cocktail garnishes are transformed into green energy. Plymouth Gin has been working with the OCT since June 2021, first on a beach cleaning programme and now supporting the OCT's seagrass conservation work.

The Plymouth Gin Ocean Edition Limited Edition will launch on Amazon from Wednesday 17<sup>th</sup> April, before rolling out across all major grocers including Tesco, Sainsbury's, Morrisons, Asda and Waitrose, as well as SPAR later this year. RRP: £20.

1. Green, A. E., Unsworth, R. K., Chadwick, M. A., & Jones, P. J. (2021). Historical analysis exposes catastrophic seagrass loss for the United Kingdom. *Frontiers in plant science*, 261

2. The International Union for the Conservation of Nature (IUCN) estimated in 2014 that seagrasses are declining by 7% a year globally. This estimate makes it the fastest disappearing habitat on the planet

**About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €12,137m in 2022/2023. 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, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

Pernod Ricard's mission is to unlock the magic of human connections by bringing "Good Times from a Good Place", in line with its Sustainability and Responsibility roadmap. The Group's decentralised organisation empowers its 19,480 employees to be on-the-ground ambassadors of its purposeful and inclusive culture of conviviality, bringing people together in meaningful, sustainable and responsible ways to create value over the long term. Executing its strategic plan, Transform & Accelerate, Pernod Ricard now relies on its "Conviviality Platform", a new growth model based on data and artificial intelligence to meet the ever-changing demand of consumers.

For latest news and information: Website [www.pernod-ricard.com/en/locations/uk](http://www.pernod-ricard.com/en/locations/uk) Twitter @pernodricarduk

## About Plymouth Gin

Plymouth Gin is loved by bartenders and Gin connoisseurs alike thanks to its unique taste and the fact it is made using the same recipe since 1793. Handcrafted in the UK's oldest working Gin distillery, the brand is a pioneer in the industry, paving the way for the modern Gin brands of today. A smooth, citrus-led gin made by a small team of artisans and distillers using seven hand selected botanicals. Originally used in the classic Dry Martini recipe, Plymouth Gin continues to be a favourite for classic cocktails such as the Martini, Pink Gin and Gimlet. Plymouth Gin is supporting the Ocean Conservation Trust

Plymouth Gin is proud to be partnering with the Ocean Conservation Trust, a local charity based in Plymouth with a global purpose of restoring vital ocean habitats. The distillery team work closely with the charity and conduct regular beach cleans in the area local to the Plymouth distillery. Our home since 1793 and a monastery before that, the historical Black Friars distillery is the oldest working gin distillery in England. It is open for tours and has a cocktail bar situated in the most historic part of the building. The Black Friars Distillery is open now: <https://www.plymouthdistillery.com/>

## About Ocean Conservation Trust

The Ocean Conservation Trust is an Ocean conservation charity that focuses on two key areas: habitat restoration and behaviour change. Following a conservation pathway that has been proven to work, the charity's approach puts people at the centre, working hard to create meaningful connections between people and the Ocean as the first step to inspiring long-term behaviour change. This is done in tandem with in-situ conservation work surrounding the monitoring and restoration of crucial Ocean habitats, with a particular focus on seagrasses and corals [www.oceanconservationtrust.org](http://www.oceanconservationtrust.org).

## Contact



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