

PRESS RELEASE  
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# **Plymouth Gin continues to protect and regenerate seagrass with third limited-edition bottle supporting the Ocean Conservation Trust**

£1 from every bottle and 50p from every Gin & Tonic will go towards restoring seagrass meadows just a stone's throw from its distillery doors.



Plymouth Gin is launching its third limited-edition bottle in collaboration with ocean conservation charity, the Ocean Conservation Trust (OCT). The inspiration behind the design is the vibrant sea life the brand's donations help to protect and regenerate. When all three limited-editions are viewed side-by-side, each bottle tells a powerful story of ocean restoration, evolving from calm, open waters to a flourishing marine ecosystem filled with thriving sea life and seagrass.

As per previous bottles, £1 will be donated to the OCT for every bottle sold. The design has been created using a recyclable spray to minimise the use of plastic. Plymouth Gin is also bringing back its partnership with Young's Pubs with 50p from every Plymouth G&T also donated to the OCT.

Alison Perrottet, Brand Director for Pernod Ricard UK, comments: "Plymouth is making waves and is now the third largest Premium Dry Gin in both the On- and Off-Trade<sup>1</sup>. Brand

awareness and the relationship our consumers have with Plymouth Gin is also stronger than ever and it is our belief that our long-term collaboration with the Ocean Conservation Trust has contributed significantly to this. Why? We are able to bring our commitment to sustainability to life through a partnership that allows consumers to make a difference and act.”

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. The activity is particularly important because almost half of the UK’s seagrass beds have disappeared since the 1930s<sup>2</sup>, making it the fastest disappearing habitat on the planet<sup>3</sup>. With the donations so far received from Plymouth Gin, the OCT has protected and regenerated 20 hectares of seagrass meadows – a critical component to healthy marine ecosystems that provides a wide range of ecological, economic, and social benefits. In the next five years, the aim is to build on the great work achieved so far and restore around 700 hectares, equating to 10% of all UK seagrass meadows, to the quantity and quality of how they were 60 years ago.

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 x Ocean Conservation Trust limited-edition bottle is available from this month in Tesco, Asda, Morrisons, Sainsburys, Waitrose and Amazon, as well as in Young’s Pubs.

1. Nielsen Total Market data to 22.03.25

2. 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

3. 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 €11,598m in 2023/2024. 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’s 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 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, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard

UK is a member of The Portman Group promoting responsible drinking.

### **About The 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).

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