



THE KYOTO DISTILLERY ENTERS PARTNERSHIP WITH PERNOD RICARD

Kyoto, Japan, 5th March 2020 - The Kyoto Distillery is delighted to announce a significant investment from Pernod Ricard, the number two worldwide producer of wines and spirits. The investment will be used primarily to build a new, state-of-the-art distillery in Kyoto Prefecture to meet the growing demand for KI NO BI, Japan's first ultra-premium gin.

David Croll, Noriko Kakuda Croll and Marcin Miller, the founding partners, remain fully invested in the business which they will continue to run; they will maintain their roles as faces of the brand and will build The Kyoto Distillery II with the full support of Pernod Ricard.

David Croll, Representative Director of The Kyoto Distillery, states: "Over the last three years, we have been humbled by the global response to KI NO BI Kyoto Dry Gin which we have been fortunate enough to create with the full support and cooperation of Kyoto's cultural and agricultural communities. Furthermore, we are flattered by the interest of Pernod Ricard. This new partnership allows us to take KI NO BI to the next level."

Noriko Kakuda Croll adds: "Clearly, the work of Kyoto craftsmen perfected over generations is appreciated by gin enthusiasts around the world; we trust this investment will allow us to share the beauty of Kyoto's seasons even further."

Marcin Miller, Chairman of The Kyoto Distillery, observes: "I look forward to working with our new partners whose relevant experience and resources will help further develop distribution worldwide."

For Alexandre Ricard, Chairman & Chief Executive Officer of Pernod Ricard: "We are thrilled to welcome this one-of-a-kind brand to our portfolio. KI NO BI's unique origins and taste profile make it a perfect complement to The Gin Hub's extensive stable of brands. I am excited for Pernod Ricard to be part of its ongoing development."

KI NO BI is a small-batch, artisanal gin with a Japanese heart. Distilled at Japan's first dedicated gin distillery, built in Kyoto in 2014, it is made with obsessive attention to detail, care and precision, from a high-quality rice spirit and Japanese botanicals such as yuzu, lemon, sansho pepper, ginger and gyokuro tea. KI NO BI has been carefully crafted to ensure perfect harmony between its various botanicals and its Kyoto origins. KI NO BI has a recognisable dry gin flavour with a Japanese accent: pure, perfectly balanced with distinctive aromas and a lingering finish of light ginger.

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Notes for editors:**About The Kyoto Distillery and KI NO BI**

The Kyoto Distillery was established in Japan on 1st December 2014 as a wholly-owned division of Number One Drinks Company by David Croll, Noriko Kakuda Croll and Marcin Miller.

KI NO BI was named Contemporary Gin of the Year by the International Wine & Spirits Competition 2018. The Kyoto Distillery was awarded International Gin Distiller of the Year (IWSC 2018) and Craft Producer of the Year (Icons of Gin 2019). For more information please visit: www.kyotodistillery.jp

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €9,182 million in FY19. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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's brands are distributed across over 160 markets, and by its own direct salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 roadmap supporting the United Nations Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in Vigeo Eiris for the beverage sector. Pernod Ricard is also a United Nation's Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index.