



Chivas Brothers
Pernod Ricard



Pernod Ricard
Créateurs de convivialité

**NEW CAPACITY NEXT STEP IN CHIVAS BROTHERS EXPANSION
TO SUPPLY GLOBAL DEMAND FOR ITS BRANDS**

Press release, 18 October 2012

Chivas Brothers, the Scotch whisky and premium gin business of Pernod Ricard, has announced its intention to build a new malt whisky distillery and has begun the planning process for a site in Speyside. The company is consulting the local community and planners regarding a location on the banks of the River Spey near Carron.

The new distillery would supply high quality Speyside malt whisky for the Chivas Brothers portfolio of blended whiskies to be sold around the world. It will benefit from the latest innovation and environmental expertise, such as heat recovery technology, and provide a first class working environment.

The site would also be visible from the nearby Speyside Way walking trail, so whilst up-to-date construction techniques and modern technology would be used inside the building, the intention is to make the external façade blend in with the surrounding riverside scene and follow vernacular codes of the region.

Chairman and CEO Christian Porta commented: "Our success in growing our brands across the world, in existing and new markets, to many historical highs means that creating new distillation capacity is a key next step for our business. This new distillery will supply high quality Speyside malt whisky for many of our blends in the years to come. This is another example of our sustained investment in our Scotch whisky operations which, combined with consistent innovation and marketing, will continue to drive the growth of our business."

The new distillery will occupy the site of the silent Imperial Distillery which has remained inactive since 1998 and was acquired by Chivas Brothers in 2005.

Earlier this year, Chivas Brothers already announced its plans to grow its malt whisky distillation capacity by 25% by April 2013 with the re-opening of Glen Keith distillery and expansions at four existing Speyside distilleries. It also increased the capacity of The Glenlivet Distillery by 75% in 2010 in light of increasing sales of the global No2 single malt.

About Chivas Brothers

Chivas Brothers is the Scotch whisky and premium gin business of Pernod Ricard – the world's co-leader in wine and spirits. Chivas Brothers is the global leader in luxury Scotch whisky and premium gin. Its portfolio includes Chivas Regal, Ballantine's, Beefeater Gin, The Glenlivet, Royal Salute, Aberlour, Plymouth Gin, Longmorn, Scapa, 100 Pipers, Clan Campbell, Something Special and Passport.

In July 2010 Chivas Brothers launched The Age Matters campaign to help consumers understand the importance of Scotch whisky age statements.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 8,215 million in 2011/12. 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, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines.

Pernod Ricard employs nearly 18,800 people and operates through a decentralised organisation, with 6 "Brand Companies" and 75 "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 the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.

For images, visit: www.chivasbrothers.com

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