

Signing of a partnership agreement between the Ecole hôtelière de Lausanne and Pernod Ricard : the Pernod Ricard Bartender Training Diploma Program "Maison"



M. Michel Rochat General Director of l'Ecole hôtelière de Lausanne, M. Alexandre Ricard, Deputy CEO & Chief Operating Officer, M. Alban Marignier, Chief Learning Officer, Head of Pernod Ricard University and M. Yateendra Sinh CEO of Lausanne Hospitality Consulting

Press release - Paris, 19 November 2013

Pernod Ricard and the Ecole hôtelière de Lausanne, through its Lausanne Hospitality Consulting division, are announcing today the signature of a partnership agreement for the accreditation of the "Maison" training program developed by Pernod Ricard to train bartenders. The Ecole hôtelière de Lausanne bar service instructors will use the program in order to enhance their teaching.

This partnership ensures excellence in teaching and worldwide professional recognition: The Ecole hôtelière de Lausanne, with its subsidiary Lausanne Hospitality Consulting shares here its world-famous know-how in training.

"Maison" by Pernod Ricard is a diploma course that aims to teach product knowhow, quality customer service and in-depth knowledge of the spirits and champagne industry to bartenders starting their careers and to bartenders who wish to polish their existing skills.

The Pernod Ricard "Maison" program, which has been running since November 2012, is already taught in over a dozen countries including Canada, Australia, Colombia, Hong Kong, Germany, Finland, South Africa and the Gulf states; it will soon also be taught in Switzerland, Austria, Brazil and France. The course is structured around learning via an iPad application supervised by a local trainer. The program is also available in 5 languages with others being added over time.



Pernod Ricard

Créateurs de convivialité



ECOLE HOTELIERE
LAUSANNE
Since 1893

Collaboration between Pernod Ricard and the Ecole hôtelière de Lausanne was initially established in 2008 with a final-year Student Business Project. Students were asked to develop a responsible student party organisation program, the objective being to identify good practice in the field of responsible consumption and to define the needs of our various divisions. The mission was successfully accomplished as the project led to the "Responsible Party" program that Pernod Ricard offers to student party organisers. This "responsible drinking" platform can be scaled up to European level by student associations and Pernod Ricard-related companies.

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 8,575 million in 2012/13. 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, Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 19,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 80 "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.

About the École hôtelière de Lausanne (EHL)

Rooted in the Swiss sense of hospitality Ecole hôtelière de Lausanne (EHL) has, since 1893, been a pioneer in education that has inspired the world of hospitality and created a unique professional community of 25,000 global industry executives who share the same values based on EHL's distinctive heritage.

As the world's premier reference in hospitality management, EHL offers university-level studies to talented and ambitious students who are aiming for top careers in the international hospitality industry.

Three programmes are offered:

- *Diploma in Hotel and Restaurant Management*
- *Bachelor of Science in International Hospitality Management*
- *Executive MBA in Hospitality Administration*

Today, EHL provides an enriching environment with world-class Faculty and ultra-modern campus facilities to some 2,000 passionate students from close to 90 countries.

Pernod Ricard contacts

Sylvie MACHENAUD / Directrice Communication Externe
Carina ALFONSO MARTIN / Responsable Relations Presse

T : +33 (0)1 41 00 42 74
T : +33 (0)1 41 00 43 42

Ecole Hôtelière de Lausanne contacts

Anouck WEISS / Directrice Communication
Pascale STEHLIN / Attachée de Presse

T : +41 (0)21 785 13 54
T : +41 (0)21 785 13 49