

Paris, 24 April 2014

Agreement to purchase the assets of Kenwood Vineyards

Pernod Ricard reinforces its wine portfolio with the acquisition of a California premium wine

Pernod Ricard announces that its subsidiary Pernod Ricard USA has entered into an agreement with F. Korbél & Bros. to purchase assets related to Kenwood Vineyards located in Sonoma Valley, California.

Kenwood produces a distinguished portfolio of premium Sonoma wines, primarily distributed in the United States and Canada.

This acquisition reflects both Pernod Ricard's confidence in the development of its wine portfolio and its ambitions in the United States, the largest market of the Group.

Bryan Fry, Chief Executive Officer of Pernod Ricard USA, stated: *"thanks to its long heritage and premium positioning within the well-known Sonoma region, Kenwood offers a unique brand proposition that will strengthen the position of Pernod Ricard's wine business in the United States."*

Commenting on this transaction, Pierre Pringuet, Chief Executive Officer of Pernod Ricard, added: *"Kenwood will support the company's ambition in wine and fits ideally within Pernod Ricard's multi-origin wine portfolio strategy. In addition, this transaction illustrates Pernod Ricard's ability to seize tactical growth opportunities that can benefit our entire portfolio in key markets such as the United States."*

The acquisition is expected to close before 30 June 2014.



Pernod Ricard

Créateurs de convivialité

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 Pernod Ricard Winemakers

Pernod Ricard Winemakers, is the premium wine division of Pernod Ricard – the world's co-leader in wine and spirits. Founded in 2010, Pernod Ricard Winemakers boasts one of the world's most diverse portfolios of premium wines – featuring brands such as Jacob's Creek in Australia, Brancott Estate and Stoneleigh from New Zealand, Campo Viejo from Spain and Graffigna from Argentina. The business also owns and administers several other wine brands worldwide, including Dead Bolt in the United States and Helan Mountain in China.

With over 2000 employees based across five continents, Pernod Ricard Winemakers is dedicated to producing high-quality, premium wines and setting the benchmark for innovation in the winemaking world – launching 14 new products in 2013 alone.

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