

We hope you
many pleasures
with friends
The Glenlivet
knowing that
the company of the first
whisky in the world.
The original.



It takes more than the letter 'e' to
separate Chivas Regal and The Glenlivet
from the rest.

Those who know their Scotch whisky know that it is spelt without an 'e', while all other whiskies of the world, from the Canadian in the west to the Japanese in the east have an 'e' in them.

But surely, the differences between Scotch Whisky and the rest aren't merely down to a single letter? Indeed, they are perhaps too numerous to be detailed here.

To start with, a whisky cannot call itself a Scotch unless it has aged for a minimum of three years in old bourbon and sherry casks in Scotland. And that is just the youngest whisky in the blend. For example, Chivas Regal 12 years has around 80 whiskies in its blend, and the youngest of them is at least 12 years old, for it to proudly wear that claim.

And as for The Glenlivet, it isn't a blend at all, but a single malt Scotch Whisky. It is distilled and bottled at a single distillery, pure as a Highland stream. No blends or batches will do for it. When you consider that The Glenlivet was the world's first whisky, it has every good reason to stand on its own.

There is plenty more that we at Pernod Ricard would love to regale you with, so you can appreciate the finest that we create and offer. Please do visit our website to know more. You will be starting a fascinating journey through the world of wines and spirits, we assure you.

Finally, whisky comes from the Gaelic "Usquebaugh" which means water of life. However, as you have just seen, not all waters are created equal.



Pernod Ricard

Savoir faire in fine living

How a single grape in Perrier Jouet Champagne sparked an entire art movement.



The Chardonnay. A grape bursting with fresh floral hints and a fruity bouquet in crisp tones, is at the heart of Perrier-Jouet Champagne. So distinctive is its taste, that the famous Art Nouveau master, Emile Gallé, designed a spray of anemone for the Perrier-Jouet bottle in 1902.

The rest is history, or certainly art history. Perrier-Jouet Champagnes soon went on to become the most eloquent celebration of France's beautiful period, the Belle Epoque. Through its champagnes and its patronage of the arts over several decades, Perrier-Jouet built the most fabulous Art Nouveau collection at its home in Epernay, France. And Gallé's anemone spray still adorns our bottles.

The Perrier-Jouet Champagne range now includes vintages, regular and new innovations. Which means you have a Perrier-Jouet to toast almost any celebration with. And there's Mumm Champagne as well, the toast of Formula 1 racing.

At Pernod Ricard, we are proud of both our champagnes and the unique flavour that each brings to any gathering. We'd love to tell you more, so do visit our website, where you will find plenty to be exuberant about.

Not many champagnes can stir the art world, may we remind you.



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Savoir faire in fine living



What if we told you some Martell cognacs contain eaux-de-vies that are over 60 years old?

A cognac must be a rather complex drink, to have to consume it after a hearty meal. None more complex than a Martell. And with good reason.

Ageing is one of the many signs of a good cognac. In the case of Martell that usually means the age of each of the many eaux-de-vies that go into blending and creating the final complex cognac, with its rich notes. These rare and precious spirits are preserved and stored in a special place, aptly called "Paradis" where no light or spirit may enter.

Every few years, or whenever the cellar master thinks fit, some of the prized eaux-de-vies are selected to be "married" and left to age again. Some don't make it to the Martell blending stage until they are 60 years old.

We at Pernod Ricard would love to tell you more, but it might be worth your while to visit our website and learn more about Martell and other fine spirits. When you see a VSOP or XO sign on a Martell label, you are looking at something indeed very special and extraordinary.



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Savoir faire in fine living

From Sonoma in the US, to
Barosso in Australia, our wines are
known to travel well.



For the finest Cabernet Sauvignon, there is Kenwood from the Sonoma Valley in the US, while for the best Shiraz, look to Jacob's Creek from Barosso Valley in Australia. The crispness of our Sauvignon Blanc from Brancott Estate in New Zealand is unmatched and as for the Campo Viejo from Rioja in Spain, well, it warms the heart.

Our premium winemakers and their vineyards are constantly pushing the boundaries, experimenting with new grape varieties, new blends, and even creating new wine-growing areas.

Brancott Estate started a new vineyard in New Zealand's southern island, which everyone thought was too cold for wine.

Jacob's Creek rolled out double-barreled Shiraz aged in old whisky and sherry casks, giving them richer tannins and a smoother finish. Then, there are spritz, sparkling wines and wine-coolers for the trendy chic consumer.

We at Pernod Ricard would love to tell you more, but please do visit our website to know more about our repertoire of distinguished wines from almost every part of the world. You could be on a fascinating journey of understanding wines better and how to serve them.

Oysters would be a lovely idea, to start with.



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Savoir faire in fine living

*We'd be delighted
for the*

*Please designate a driver from among you
to take you home safely.*



The art of celebrating good times
is in knowing when to say "when".

From the time a wave of crime spread through France, attributed to the presence of wormwood in absinthe in the late 19th century, to the present day, Pernod Ricard has always believed in encouraging people to drink responsibly.

And we're glad that all the fine brands of wines and spirits we acquired from Seagram in 2000 were already raised in the belief that they should be consumed in moderation.

We partner with bars, hotels and restaurants around the world, so they can offer taxi service to guests who may have had one too many.

We also advocate designating a driver when consumers go to a party, so they don't drink and drive. And we strongly advise against under-age drinking.

Responsible drinking is one of our core brand values and these are just some of the ways we help our consumers enjoy get-togethers in the true spirit of conviviality.

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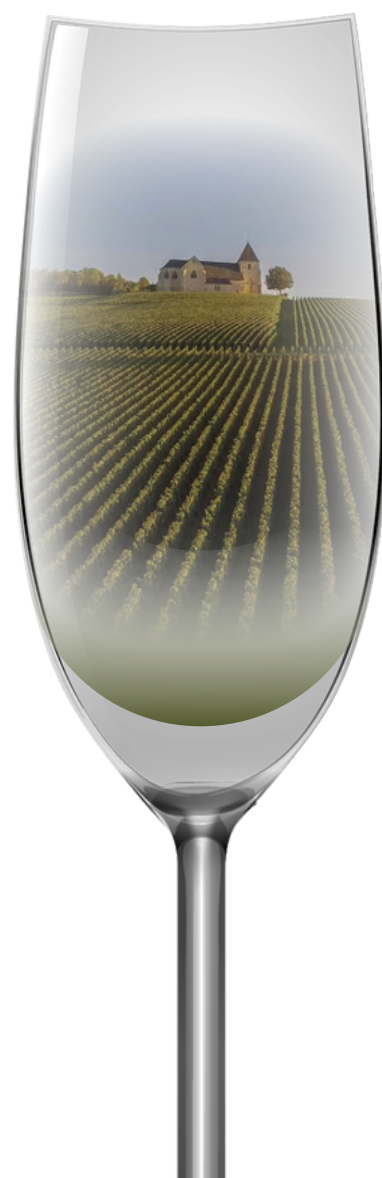


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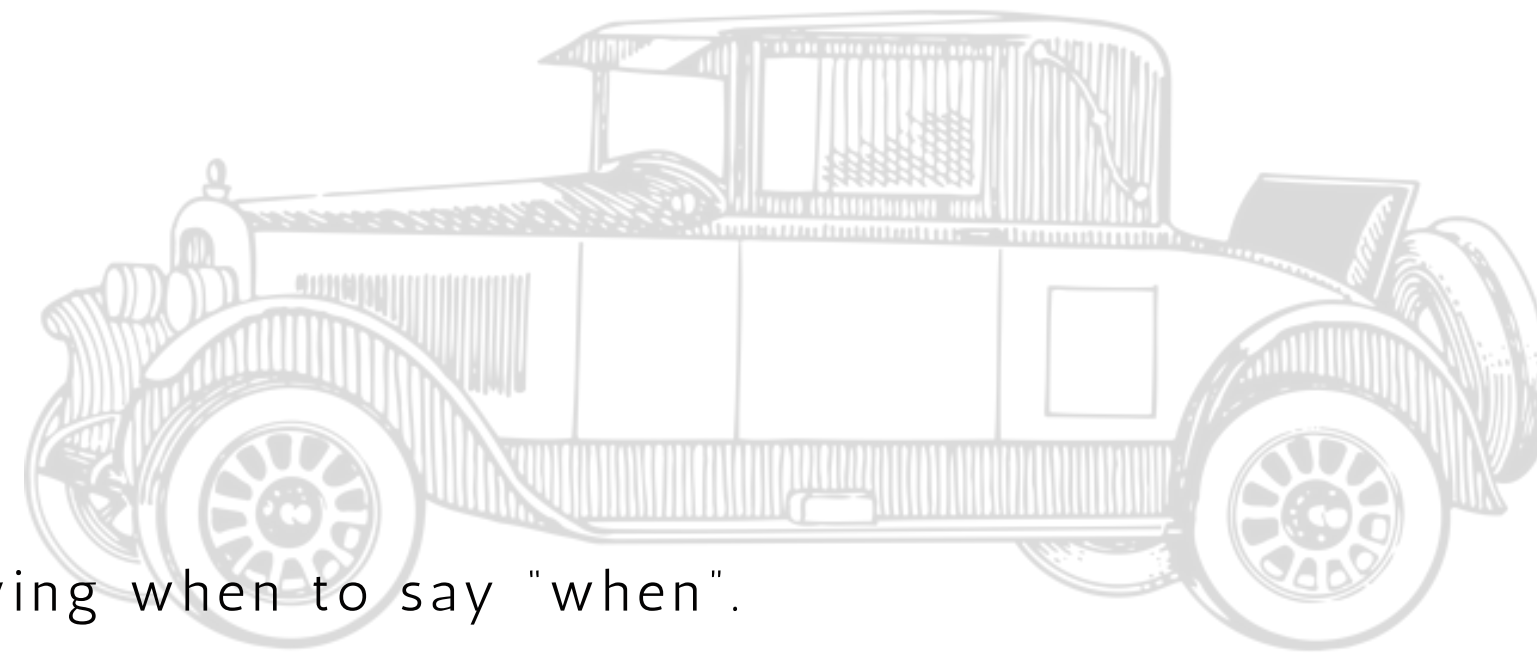
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