

Press Release – 1st March 2022

Pernod Ricard acquires a majority stake in Cru Classé Côtes-de-Provence Rosé “Château Sainte Marguerite”

Pernod Ricard and the Fayard family announce the signing of an agreement for the acquisition by Pernod Ricard of a majority shareholding in Château Sainte Marguerite, Cru Classé Côtes-de-Provence rosé since 1955.

Owned by the Fayard family since 1977, Château Sainte Marguerite has established itself as a gold standard within the Côtes-de-Provence appellation with its Super Premium and Ultra Premium categories. Château Sainte Marguerite’s wines will complete Pernod Ricard's luxury portfolio, alongside its Mumm and Perrier-Jouët champagnes.

Jean-Pierre Fayard, founder of the family-owned winery: *“Château Sainte Marguerite is one of the 18 prestigious “cru classé” wines of Provence and we are delighted to pass another milestone in our development, both in France and internationally, thanks to the expertise of Pernod Ricard and its incredible distribution network.”*

Château Sainte Marguerite will continue to operate with its current teams led by Olivier Fayard. Cyril Claquin, Deputy Managing Director, will be responsible for the integration and strategy of the brand within Pernod Ricard's international network.

The transaction is expected to be completed in the coming months.

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales amounting to €8,824 million in FY21. The Group, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive portfolios in the industry with over 240 premium brands distributed across more than 160 markets. Pernod Ricard's portfolio includes 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, Campo Viejo, Mumm Sparkling and Kenwood wines. Pernod Ricard's strategy focuses on investing in long-term and sustainable growth for all its stakeholders, remaining true to its founding values: entrepreneurial spirit, mutual trust, and strong sense of ethics. The Group's decentralised organisation empowers its 18,500 employees to be on-the-ground ambassadors of its vision of "Créateurs de Convivialité". Pernod Ricard 2030 Sustainability and Responsibility roadmap "Good Times from a Good Place" is integrated into all its activities from grain to glass, and Pernod Ricard is recognised as a UN Global Compact LEAD participant. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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