



FGRT AGM

5TH DECEMBER 2024

FINBARR CURRAN



Irish Distillers
Pernod Ricard

AGENDA

- **Irish Distillers and Pernod Ricard overview**
- **Sustainability & Responsibility at IDL**
- **Irish Distillers and FGRT collaboration**
- **Seed Orchard project**

COMPANY OVERVIEW



Jameson is the world's

#1

Irish whiskey



800+

employees



6

sites



7

brand families



10M+

cases of Jameson sold

Irish Distillers
Pernod Ricard



OUR LOCATIONS



Midleton Distillery

Situated in East Cork, Midleton Distillery is Ireland's largest distillery



Jameson Distillery Bow St.

Welcoming 350,000 visitors every year



Fox & Geese, Dublin

Blending and bottling of our whiskeys, distributing our products worldwide



Midleton Distillery Experience

Welcoming visitors to discover the heart and soul of Irish whiskey



Simmonsourt, Dublin

Our Headquarters in Ballsbridge, Dublin



Dillon Bass

Responsible for the marketing and distribution of Pernod Ricard products in Northern Ireland



OUR PORTFOLIO OF LEADING IRISH WHISKEY BRANDS



The world's most awarded & bestselling Irish whiskey*



The definitive expression of single pot still Irish whiskey



THE luxury Irish whiskey



The cult classic Irish whiskey brand, influenced by wine casks for a colourful taste



The quintessential Irish whiskey since 1791



THE single malt from Ireland



The creative vanguard of the Irish whiskey revolution

*Based on the tasting results of the six most influential tasting competitions (2011-2023)

THE IRISH WHISKEY CATEGORY



140%

volume growth
between 2010-2020¹



48+

operational distilleries on the
Island of Ireland (compared
to just 4 in 2010)



sales of
Irish whiskey exceeded

15 million

cases in 2023²



Republic of Ireland export
value was

€875 million

in 2023³



95%

of Irish whiskey
is exported⁴



10,000+

people employed
within the drinks
sector⁵



€1.55 billion

invested in the industry
between 2010-2020¹

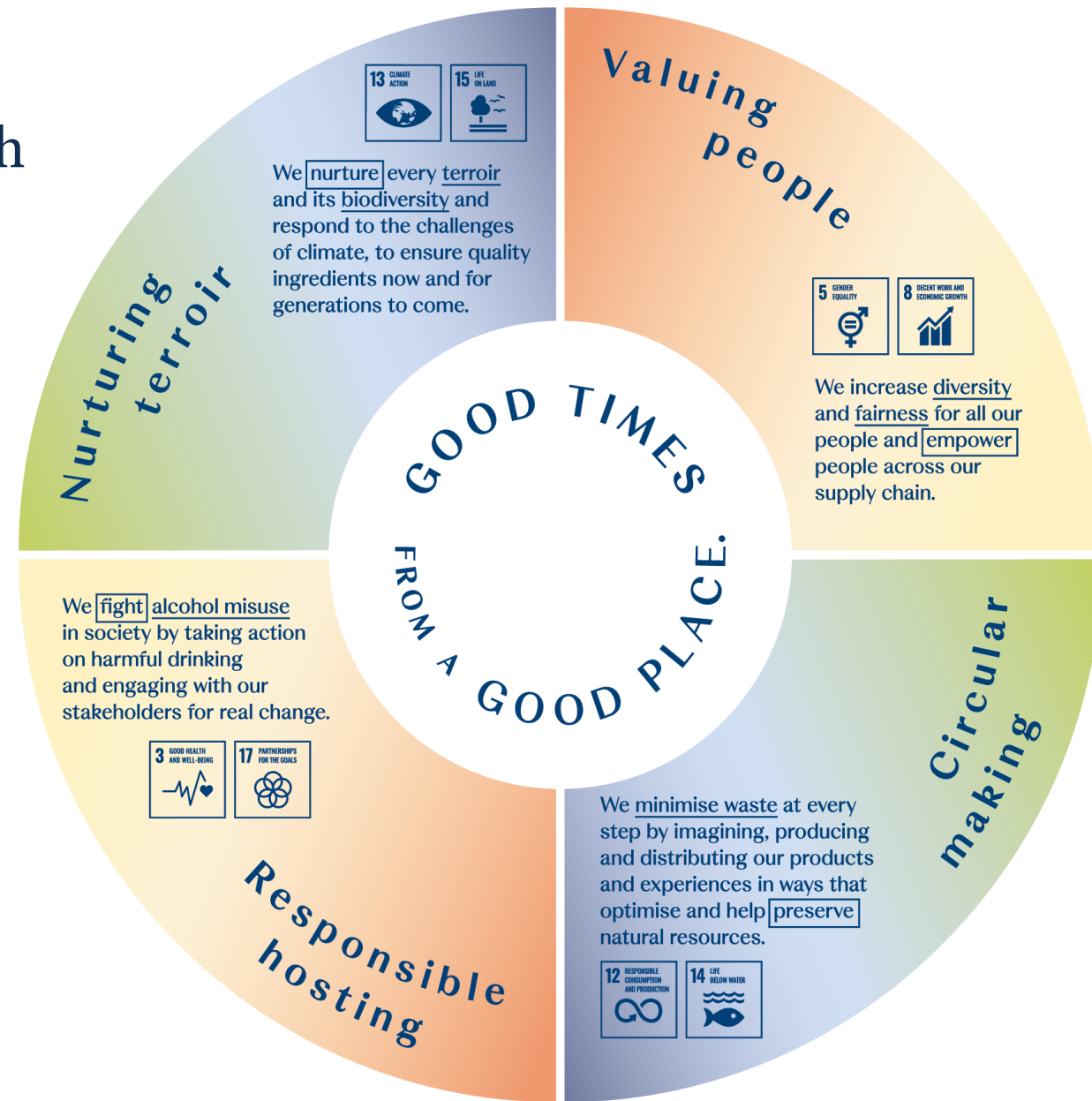
¹ Irish Whiskey 2010-2020 ² Irish Spirits Market Report ³ Bord Bia Exports Performance & Prospects report 2023-2024 ⁴ Drinks Ireland Database, 2023 ⁵ Drinks Ireland Pride of Place Report



GOOD TIMES
FROM A GOOD PLACE.

SUSTAINABILITY & RESPONSIBILITY

- There is close alignment between the Pernod Ricard sustainability framework ‘**Good Times from a Good Place**’ with objectives of the FGRT
- The four pillars of our roadmap address all aspects of our business from grain to glass:
 - ❖ Nurturing Terroir
 - ❖ Valuing People
 - ❖ Circular Making
 - ❖ Responsible Hosting
- Irish Distillers’ partnership with FGRT emphasises sustainability and long-term environmental stewardship



IRISH DISTILLERS AND FGRT COLLABORATION

- The work carried out by the FGRT aligns with Irish Distillers' values and long-term goals.
- At Irish Distillers we have a corporate commitment to sustainability as a core value.
- Both parties are passionate when it comes to contribution to biodiversity, environmental preservation, and sustainable forestry practices.
- The work completed by the FGRT provides a positive impact on the community, and is important for future generations.
- We are delighted to collaborate with the FGRT to help ensure the long-term viability of natural resources.

SEED ORCHARD PROJECT

- The FGRT work on establishing seed orchards for Irish oak.
- This enables forestry services in Ireland to get access to pedigree oak, which can be used for growing ‘*super*’ oaks.
- This in turn offers huge benefits for generations to come.
- A seed orchard is planned to be developed in Kilranelagh Estate, Co. Wicklow.
- Links in with MVR release: Midleton Very Rare Dair Ghaelach – Kilranelagh Wood.



MVR 40TH ANNIVERSARY NFT RELEASE

- The Midleton Very Rare Ruby Edition was released in October 2023.
- This special edition was created to celebrate the 40th anniversary of the Midleton Very Rare series, which began in 1984.
- The Midleton Very Rare Ruby Edition was sold via non-fungible tokens (NFTs).
- Monies from the sale donated to FGRT to help with the work that they carry out.
- This contributes to supporting further research as well as sustainability initiatives.



THANK YOU



Irish Distillers
Pernod Ricard