

Pernod Ricard acquires stake in Almave

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Pernod Ricard announces the acquisition of a minority stake in Almave, a Super Premium non-alc blue agave-based spirit brand, co-founded by Seven-Time Formula One World Champion, Lewis Hamilton, by Mexico-based innovation incubator Casa Lumbre and by the advisory and investment firm Copper.

Almave perfectly satisfies the intersection between three accelerating global trends: tequila, non-alc products and the desire for authenticity. A true passion project for the F1 champion, Almave was first envisioned by Lewis Hamilton who was seeking an authentic and “rooted-in-the-land” alcohol-free alternative to his drink of choice: tequila. Almave is the first non-alcoholic Blue Agave spirit distilled in Jalisco (Mexico) and blends tradition and innovation to capture the very soul of the best raw materials possible, the Blue Agave, without the fermentation process. Almave is crafted around two expressions: Almave Blanco with its fruity green vegetal aroma, the perfect choice for mixing, and Almave *Ambar*, ideal for both mixing and sipping, thanks to its rich and complex notes of cooked agave, caramel and vanilla.

Pernod Ricard will bring their strong experience in brand building and global distribution to help scale this first-of-its-kind product to several markets worldwide. The partnership will also add a complementary and innovative brand to Pernod Ricard’s already comprehensive and premium agave spirits portfolio.