

Press release – 18 June 2019

Photographer Stéphane Lavoué shoots Pernod Ricard's 10th Carte Blanche campaign

The Group's 44th artistic campaign, "Seriously Convivial," will illustrate its Annual Report and be exhibited as part of Paris Photo 2019

At its annual Summer Party held this evening at the Pompidou Centre, Pernod Ricard revealed the name of the tenth photographer to shoot its Carte Blanche campaign – French artist Stéphane Lavoué.

Pernod Ricard's tenth Carte Blanche photography campaign celebrates a new facet of *convivialité* – that intrinsic ability of the Group's employees and brands to create genuine moments of sharing and celebration. A few months after the launch of the video "The Power of Convivialité," which has been viewed online several million times, the *Seriously Convivial* campaign embodies in a new video "the glue that binds us together, that allows us to meet the innate human need to connect with one another," as set out in the **Convivialist Manifesto**: <https://theconvivialists.com/>

Unlike previous editions, Group employees did not face the camera alone. As this is an exceptional year, they were invited to meet other people who, within their respective communities, act as creator, link and ambassador in relation to this culture of sharing. Stéphane Lavoué has taken nine interlinked portraits shot across all continents to create Pernod Ricard's 2019 annual artistic campaign.

"I must admit that I was completely blown away by the magic of these moments," explains Stéphane Lavoué. "The power of these images stems from the juxtaposition of these often diametrically opposed worlds. Everything should drive them apart, and yet something emerges from each encounter. With this world tour, I had the opportunity to turn this succession of images into a personal photographic narrative."

As Olivier Cavil, Pernod Ricard's Director of Communications, says, "For the first time since we have been doing Carte Blanche, it involved the photographer physically capturing the beauty of an encounter, between the *créateurs de convivialité* – our employees – and *créateurs de convivialité* in action in their communities. Some will say that our models aren't smiling, but *convivialité* is a value that goes far beyond this. The raw power of their encounter was exactly what we wanted to capture, and only a peerless portrait artist could rise to this challenge."

This year Stéphane Lavoué is the tenth leading name in international photography to shoot Pernod Ricard's Carte Blanche campaign, following in the footsteps of Argentina's Marcos Lopez, France's Denis Rouvre, Spain's Eugenio Recuenco, Switzerland's Olaf Breuning, Australia's Vee Speers, China's Li Wei, Senegal's Omar Victor Diop, Germany's Martin Schoeller and Canada's Kourtney Roy.

The "Seriously Convivial" campaign will be unveiled in its entirety in Pernod Ricard's upcoming Annual Report and presented to the public at the must-see photography exhibition, Paris Photo, from 7 to 10 November 2019 at the Grand Palais, in Paris. Here are the first images of the **video**: https://www.youtube.com/watch?v=CvQox9vLH_I



Photo extract from the *Seriously Convivial* campaign, shot by Stéphane Lavoué

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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, Brancott Estate, Campo Viejo, and Kenwood wines.

Pernod Ricard's brands are distributed via six Brand Companies through 86 direct affiliates across five continents. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 roadmap supporting the United Nations Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in the beverage sector in Vigeo Eiris. Pernod Ricard is also a United Nation's Global Compact LEAD company.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index

Pernod Ricard Contacts

Fabien Darrigues / External Communications Director

+33 (0) 1 41 00 44 86

Emmanuel Vouin / Press Relations Manager

+33 (0)1 41 00 44 04

Alison Donohoe / Press Relations Manager

+33 (0)1 41 00 44 63