

Pernod Ricard and ARI launch exclusive Redbreast Cuatro Barriles Edition



The presence of such luminaries at the ribbon cutting ceremony highlights the commitment and partnership in the launch of this innovative whiskey. L to R; Anthony Kenny, ARI; Ray Hernan, ARI; Billy Leighton, Redbreast; Nodjame Fouad, IDL; Laurent Pillet, PR GTR; Antonio Duva, PR GTR

Pernod Ricard Global Travel Retail, ARI and Irish Distillers hosted a significant event at Dublin Airport to celebrate the release of Redbreast Cuatro Barriles Edition on April 12th.

The ribbon-cutting ceremony featured prominent figures including Laurent Pillet, CEO of Pernod Ricard Global Travel Retail; Antonio Duva, General Manager, EMEA at Pernod Ricard Global Travel Retail; Ray Hernan, CEO of ARI; Nodjame Fouad, CEO of Irish Distillers; and Billy Leighton, Redbreast Master Distiller Emeritus. The presence of these leaders highlights the commitment and strong partnership behind this innovative project.



Redbreast Master Distiller Emeritus Billy Leighton signing bottles and offering exclusive tasting sessions, creating a unique experience for travelers

This travel retail exclusive from Redbreast Irish Whiskey is produced by Irish Distillers at the renowned Midleton Distillery in Co. Cork, Ireland. It is available only at the duty free shops of Dublin and Cork Airports, priced at €108 RRP (US\$115). The launch forms part of the Redbreast Iberian Series.

This limited edition has been available from March 26th, targeting the peak Easter travel period, with further promotions planned for May at Dublin and Cork Airport duty free shops.

Dublin Airport, with nearly 32 million travelers in 2023 and connections to over 190 destinations, along with Cork Airport, a key international gateway to Southern Ireland, serve as perfect platforms for launching this exclusive product. Redbreast Cuatro Barriles Edition enjoys a prestigious placement among other notable brands in these vibrant retail settings.

Laurent Pillet discussed the strategic importance of this launch, stating: “Pernod Ricard Global Travel Retail recognizes the fantastic business opportunity that Redbreast Cuatro Barriles Limited Edition presents as awareness and popularity of the Irish Whiskey category grows globally. Pernod Ricard and Redbreast fully embrace the role of advancing the premiumization of the category and driving incremental value growth. We will also focus on continuing to optimise the customer experience in store in order to recruit new consumers. This will all be made possible of course via our strong partnership with ARI, a relationship which enables the brand to keep flying in its home market.”

Ray Hernan commented: “This partnership is a real testament to what can happen when we truly collaborate. We’re excited to bring such a unique experience to our customers, offering them something at Dublin and Cork Airports that they can’t find anywhere else in the world. The introduction of the Redbreast Cuatro Barriles Edition underscores a commitment to excellence and innovation by Pernod Ricard, IDL and ARI, making it a source of immense pride for us. This unique offering not only enriches the world-class home of Irish whiskey, but also reinforces our dedication to providing our customers with nothing but the best. Together, we celebrate this significant milestone and look forward to continuing to set new standards in travel retail.”

Nodjame Fouad highlighted the opportunity airports offer for brand promotion: “Travel retail offers an exceptional launchpad to introduce this TR exclusive edition to a captive audience for Redbreast in the beloved brand home. Working with our partners, we have the ability to maximise visibility across all relevant traveller touchpoints; online to offline. This also signals the start of our shared journey to re-focus on building prestige brands in this dynamic retail channel.”