

Pernod Ricard announces global travel retail release of Method & Madness Gin



Pernod Ricard's Method & Madness Gin will be released worldwide in travel retail after debuting in Dublin

Pernod Ricard will release its new Method & Madness Gin into the global travel retail market, following an exclusive launch at Dublin Airport.

The spirits giant unveiled the new gin, an extension of its Method & Madness range which began with a whisky iteration in 2018, at the Jameson Brewery in Cork, Ireland earlier this year.

Method & Madness Gin, which features 16 botanicals including Irish gorse flower and black lemon, is a continuation of the Method & Madness ethos, which seeks to unique, small batch craft spirits to meet the drinks market's demand for artisan creations.

The gin is already available at Dublin Airport, where it was the subject of an activation in May, which a Pernod Ricard spokesperson said aimed to reflect "the brand's disruptive ethos and impactful visual

identity”.

More than 100 screens in the airport were dedicated to the campaign and shoppers got the chance to sample the gin as well as viewing a video about the distillation process.

Method & Madness Gin, which was created by a Master Distiller and an Apprentice Distiller to bring together experience and innovation, will be rolled out in travel retail across Europe, the Middle East, India, the Pacific region and South East Asia from next month.