

TRAVEL AND HOSPITALITY

JetSmarter taps Pernod Ricard for in-flight tastings, exclusive activations

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JetSmarter's new partnership seeks to improve the unique value of membership. Image credit: JetSmarter

By STAFF REPORTS

Private aviation company JetSmarter has announced the Pernod Ricard is the official spirits partner for all private flights.

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JetSmarter is the largest private aviation company in the world, and with this partnership it will expose thousands of wealthy customers to the spirits of Pernod Ricard. The partnership will include unique activations from Pernod Ricard beyond just supplying drinks for passengers, such as private distillery tours for JetSmarter customers.

"Cultivating unique consumer experiences has always been a top priority for Pernod Ricard," said Jonas Tåhlin, chief marketing officer at Pernod Ricard, in a statement. "We know that travel is more than just about getting passengers from point A to point B. Every touchpoint can be elevated and we're excited for this synergistic opportunity to do just that for the JetSmarter audience.

"This partnership will afford the JetSmarter community the chance to explore the brands within Pernod Ricard's Prestige portfolio in an unexpected way," he said.

In-flight tastings

Private aviation has always been about offering customers something that regular jets cannot.

While the convenience of a private jet is an obvious selling point, first class on a commercial flight can be just as good. Private jet companies need to be able to offer something more, something unique, in order to capture those wealthy fliers.

JetSmarter is hoping to do that by partnering with Pernod Ricard, which will supply drinks for passengers as well as unique experiences.

Customers will be met with Champagne when they enter the lounge before a flight and will also have access to special gifting options of bottles from Pernod Ricard's brands through an online portal.



The Glenlivet Distillery in Speyside, Scotland. Image credit: The Glenlivet / Pernod Ricard

In-flight tastings and private tours are also in the works for JetSmarter customers.

The JetSmarter mobile application will alert customers to these Pernod Ricard activations as they happen.

JetSmarter has been looking to court more wealthy customers through other partnerships as well. For example, Swiss watchmaker Hublot has become the official timekeeper of private aviation marketplace JetSmarter.

To kick off the relationship, Hublot has developed a timepiece exclusively for members of JetSmarter, providing a perk to those who sign up. Looking to build more of a lifestyle around their services, many private aviation firms have linked with brands in hard luxury goods categories, offering exclusive access to leather goods or jewelry ([see story](#)).

"One of our goals for 2018 is to continue to enhance our membership experience by aligning with new strategic partners, such as Pernod Ricard," said Sergey Petrossov, founder and CEO of JetSmarter, in a statement. "We pride ourselves on providing our members with the utmost premium experiences, and Pernod Ricard's portfolio of products caters to the exquisite tastes of JetSmarter members."

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