

FOOD AND BEVERAGE

## Pernod Ricard becomes official partner of amfAR

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*Pernod Ricard will supply drinks to amfAR's galas. Image credit: Pernod Ricard*

By STAFF REPORTS

Wine and spirits group Pernod Ricard is putting its stable of fine drinks to work for a good cause as the official partner of amfAR, the foundation for AIDS research.

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The brand has worked with amfAR and contributed to AIDS research for many years, but now Pernod Ricard is taking its commitment a step further. With the new partnership, the company will provide all wine and spirits for amfAR's galas and fundraising events in the future.

"Pernod Ricard is honored to be the official global wine and spirits partner of amfAR, an exemplary foundation whose 25 years of commitment to the global impact of AIDS and HIV has been met with distinguished, longtime brand alliances," said Alexandre Ricard, chairman and chief executive officer of Pernod Ricard, in a statement. "We look forward to initiating our partnership and toasting their accomplishment at the foundation's upcoming Cannes Gala, one of the most important annual fundraising galas in the world."

### Fundraising efforts

Pernod Ricard is home to some of the finest wines and spirits in the world.

Now, the company is using its brands to support amfAR's efforts to research and develop new types of treatment for AIDS.

The partnership between the two will commence officially at the 25th annual amfAR Gala Cannes held this year at the Cannes Film Festival.

Pernod Ricard has previously provided drinks for some of amfAR's galas in New York, Hong Kong and Sao Paolo. Going forward, Pernod Ricard will make Maison Perrier-Jout and Absolut Elyx the two signature drinks of amfAR's events including galas at Paris Couture Week and Milan Fashion Week.

Pernod Ricard sees this partnership as a key part of its years-long efforts to support the LGBTQ community and amfAR's efforts to research the basis for a cure for AIDS by 2020.

AmfAR is not the only big name that Pernod Ricard has partnered with recently. Private aviation company JetSmarter recently named Pernod Ricard the official spirits partner for all private flights.



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

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 ([see story](#)).

"AmfAR is immensely grateful to Pernod Ricard for making a commitment to our mission to end the AIDS epidemic through innovative research," said Kevin Robert Frost, CEO of amfAR, in a statement. "Their support at our events will help us raise vital funds for research that will ultimately lead to a cure for the millions of people living with HIV/AIDS today."

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