

FOOD AND BEVERAGE

Pernod Ricard launches dedicated American whiskey unit

July 5, 2022



Pernod Ricard doubles down on American whiskey. Image credit: Pernod Ricard

By LUXURY DAILY NEWS SERVICE

French wine and spirits group Pernod Ricard is creating a dedicated "American Whiskey Collective" business unit to manage the marketing and production of its American whiskey brands.

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The decision to create the break-off business endeavor comes after strong growth in the company's American whiskey portfolio. The collective will be led by Pernod Ricard marketing executive Craig Johnson and vice president of operations for American whiskies Jessica Chen.

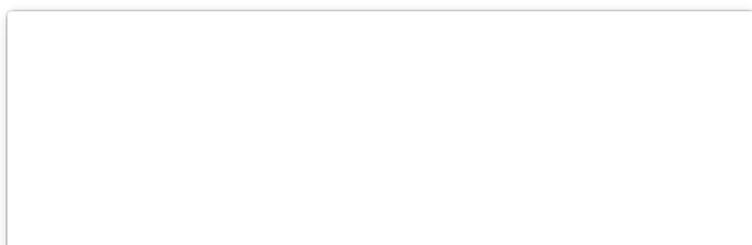
"American whiskey is an extremely vibrant spirits category, and our investments over the last few years in Jefferson's, Rabbit Hole, Smooth Ambler and TX have proven very successful," said Ann Mukerjee, chairman/CEO of **Pernod Ricard** North America, in a statement.

"Now it is time to drive even more outsized growth for these brands by managing and building a world-class marketing and operations approach."

American whiskey

American whiskey volume in the U.S. has been accelerating over the last decade, shooting up from 16 million 9-liter cases in 2011 to 29.7 million in 2021, according to the Distilled Spirits Council.

American whiskey sales are expected to account for a significant amount of Pernod Ricard USA's total volumes within the next 10 years, and the company's American whiskey export business is also seeing major growth potential.



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A post shared by Pernod Ricard USA (@pernodricardusa)

Pernod Ricard announced the new collective on Instagram

The new dedicated unit will be responsible for achieving the business objectives for Pernod Ricard's American whiskey brands, while also leveraging the company's network to drive global growth.

To help achieve Pernod Ricard USA's ambitious performance goals, the American Whiskey Collective intends to create more ways of working based on best practice sharing among brands.

Mr. Johnson will report to Ms. Mukherjee, and Ms. Chen will report to senior vice president of operations Pierre Joncourt.

Portfolio expansion seems to be a theme for Pernod Ricard, as of late.

In March, the company took a majority stake in family-owned winery Chteau Sainte Marguerite.

Located in the Var department on France's southeastern Mediterranean coast, Chteau Sainte Marguerite has been a Cru Class Ctes-de-Provence ros since 1955. Pernod Ricard's acquisition is the latest sign of consolidation in the premium wine and spirits sector ([see story](#)).

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