

“PERNOD RICARD UNVEILS THE CHUAN MALT WHISKY DISTILLERY IN EMEISHAN”

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## Pernod Ricard unveils THE CHUAN Malt Whisky Distillery in Emeishan

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The distillation building of THE CHUAN Malt Whisky Distillery in Emeishan, Sichuan Province photo: courtesy of Pernod Ricard

Pernod Ricard, one of the world's leading whisky producers, unveiled THE CHUAN Malt Whisky Distillery in Emeishan, Southwest China's Sichuan Province on Tuesday, eyeing robust growth within China's whisky market.

With an investment of 1 billion yuan (\$150 million) over a decade, Pernod Ricard hopes to elevate its domestic craft spirits market to an international audience, bringing the spirit of conviviality from China to the world through the distillery.

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"Pernod Ricard has been privileged to play our part in China's dynamic development for over 30 years. We consider it our mission to bring to life the most iconic malt whisky made in China with pride, leveraging the expertise we have as a market leader," Philippe Guettat, Chairman and CEO of Pernod Ricard Asia said.

With production underway since August 2021, the distillery is set to become a new world-class destination for whisky, art and culture, according to Guettat.

The new facility, known as THE CHUAN, translates to "rich & layered" and the "river," visually referencing gentle pristine water flowing down through Emeishan to create the whisky.

Located less than five kilometers from the peak of Mount Emei, a UNESCO World Heritage Site of deep cultural and spiritual significance, the distillery provides access to natural water sourced from Emeishan, adding important minerals needed for the production of quality whisky.

The distillery will appoint Yang Tao as its master distiller to blend authentic Scotch craftsmanship with unique Chinese characteristics (Water, Wood, Ambience), an iconic malt whisky for connoisseurs in China and around the world to enjoy.

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Aside from production facilities, the distillery also provides visitors with an immersive experience – complete with an educational tour illuminating the whisky making process, tasting rooms and an immersive visitor center.

From the iconic viewing platform, which provides a breathtaking 360-panoramic vista of the site, visitors can take in the mountain peak, undulating river, peaceful farming terraces and breathtaking cliffs that make this location so captivating.

In addition, THE CHUAN will also help Pernod Ricard advance its sustainability leadership in China.



The fermentation building of THE CHUAN Malt Whisky Distillery in Emeishan, Sichuan Province photo: courtesy of Pernod Ricard

According to Guettat, the distillery will contribute to carbon neutrality by sourcing 100 percent renewable electricity, minimizing the use of natural gas, and offsetting remaining emissions in a Sichuan biogas program. One hundred percent of wastewater on site will be processed, with the distillery emphasizing sustainability by using mostly recycled and local materials during construction to reduce its carbon footprint.

The distillery was designed to preserve and minimize impact on the local environment, from recycling local elements back into construction such as rocks from site's excavation, to introducing environmental best practice such as processing distillation by-product into animal feed.

Guettat noted that there is still great opportunity to develop the Chinese malt whisky market.

"If you look at the growth of whisky market in China in the past five years, you will find that the overall growth rate of whisky market is about ten percent, and the growth rate of malt whisky is as high as 30 percent, meaning that Chinese whisky consumers are still very interested in novel products," Guettat said.

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According to the group's financial report in the fiscal year of 2021, Pernod Ricard's sales in China have grown by 44 percent compared with the previous fiscal year, with market sales exceeding one billion euros, while the global annual sales were nearly nine billion euros.

"China's middle class is expanding steadily with a very strong interest in whisky, especially for the novel taste. For this reason, we are optimistic about the competitiveness of our whisky in the market," he said.