

BLACKJACK PROMOTIONS CELEBRATES WITH PERNOD RICARD

8 February 2021 – Pernod Ricard, a global world leader of wine and spirit brands, has appointed Blackjack Promotions, the UK’s leading travel retail and brand experience specialist, with a new logistics contract.

Blackjack Promotions has been selected to provide logistical solutions on a global scale, managing the distribution process to major international airports across the UK and the rest of Europe, the Middle East and Africa.

The partnership will include delivering sampling stock to global sites, transporting promotional items for customers in store, managing logistics and storage for items such as point-of sale-materials, marketing collateral, furniture and uniforms for staff.

Blackjack Promotions will also be responsible for storage, inventory audit, delivery and account management services.

The appointment builds on the travel retail work Blackjack Promotions has delivered for Pernod Ricard, providing brand ambassadors and promotional support.

Jason Miles, Blackjack Promotions managing director, says: “Pernod Ricard is an exciting partner for Blackjack Promotions and demonstrates the expansion of our offering in the UK and globally.

“Having already worked with Pernod Ricard in travel retail, this latest collaboration means we can provide a 360 degree approach to our unique partnership, offering two of our three service pillars; people and logistics.”

The contract, which began last month, will see Blackjack Promotions use its new ‘Centre of Excellence’ which opened last year and is co-located with new warehousing facilities at London’s Heathrow Airport.

The new, integrated warehouse management system is a bespoke inventory management tool that can be accessed by clients directly, allowing full visibility to their inventory and the ability to order online.

Chris Reddy, Pernod Ricard Global Travel Retail’s Supply Chain Director, says: “We were looking to partner with a provider that could offer us an improved storage and logistic solution. Blackjack Promotions’ experience working in this area and with global brands make them a reliable and valuable partner.

“Experts in people, creative marketing solutions and logistics we have no doubt that this relationship will be successful, and we look forward to working with the team as they deliver the highest standard of inventory management.”

ABOUT ABM UK

[ABM UK](#) is a leading provider of facility solutions with revenues of approximately \$6.0 billion and more than 100,000 employees in 350+ offices throughout the United States and various international locations. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM UK provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, please visit www.abm.co.uk.

ABOUT PERNOD RICARD GLOBAL TRAVEL RETAIL

Pernod Ricard first gained presence in Travel Retail in the early 1980s and today Pernod Ricard Global Travel Retail is leading the value creation within the channel. Restructured in 2017, Pernod Ricard Global Travel Retail brings together the Asia Pacific, Americas and Europe, Middle East and Africa travel retail arms into one global retail hub supported by market-based businesses.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC.

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