

## FOOD AND BEVERAGE

# Pernod Ricard named official partner of Paris Saint-Germain

September 3, 2024

*The sponsorship will last for four seasons. Image credit: Pernod Ricard*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French wine and spirits group Pernod Ricard is sponsoring one of its home country's most popular sports teams.

Beginning with the 2024/2025 season, the liquor leader will enter into a partnership with the Paris Saint-Germain (PSG) football club, becoming its official partner Champagne and spirits provider. The deal will last for four years; during that span, Pernod Ricard's entire portfolio of premium brands will be featured in stadium marketing placements, team communications and bespoke luxury experiences.

"In recent weeks the whole world has observed how sport is about audacity, passion, and coming together; values that fully resonate with Pernod Ricard's purpose of being *Crateurs de Convivialit*," said Philippe Guettat, EVP of global brands at **Pernod Ricard**, in a statement.

"Through this partnership with Paris Saint-Germain, we want to celebrate the beauty of togetherness and achievement, through the magic of sport," Mr. Guettat said. "We will be cheering on PSG and their great ambitions for the upcoming seasons."

## Kick off

Pernod Ricard and PSG's partnership will extend to the men's and women's football squads; the group will also serve as the official Champagne and spirits provider of the organization's handball team.

The PSG men's soccer team is one of the most well-known sporting franchises in the world, having more than 218 million followers globally across various social media accounts. This worldwide presence grants Pernod Ricard a massive marketing platform.

.@Pernod\_Ricard the world's #1 premium spirits group becomes official partner of Paris Saint-Germain.

Join us in celebrating victories, sportsmanship and the spirit of human connection.

A special thank you to guest bartender @hoaraug uillaume pic.twitter.com/n8boDKC8oh

Paris Saint-Germain (@PSG\_English) September 2, 2024

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"We are delighted to collaborate with Pernod Ricard, a prestigious partner that embodies the same passion for excellence, conviviality, and elegance as Paris Saint-Germain," said Nicola Ibbetson, director of partnerships and sponsorships at Paris Saint-Germain, in a statement.

"This partnership is a perfect synergy, where each brand enhances the other, and together, we will elevate the PSG and Pernod Ricard experience to new heights on the international stage."

Other luxury names have also recently partnered with PSG, with the team's players appearing in a campaign for French fashion house Dior late last year ([see story](#)).

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