



Pernod Ricard.



WINE & SPIRITS SECTOR
Pernod Ricard Italia
Pernod Ricard Group
Canelli, Italy
>> casepacker
SMIFLEXI WP 600 + PID



■ Dynamic and vibrant Milan: the city of industry, fashion, music, culture and cafes. In this cosmopolitan city (home to Expo 2015), rich in excitement, cultural effervescence, competitive and energetic spirit, one can feel the glamour of "modern times". Reflecting on this city, in continuous evolution, we cannot fail to think of Amaro Ramazzotti, which, in perfect harmony with the lifestyle of the mythical Eighties, is still synonymous with a city "to be experienced", characterised by an ambitious, enthusiastic cultural project. Precisely in those years, in cities

through Italy, the use of the aperitif began to become popular (the "fashion" of the aperitif dates back to the distant 1860), thanks to the socialising environment of the cafes, particularly active in Milan, Venice, Turin and Rome. People meet before lunch or dinner to nibble on appetizers and sip alcohol-free or low alcohol cocktails. Later, the English Happy Hour tradition (actually invented in Italy in 1930) becomes widespread and revolutionises the concept of the "drinking fashion": not just a drink for its own sake but an opportunity to meet and socialise.

■ Amaro Ramazzotti

The leading Italian liquor in the world is perfect for people "in tune with the times" who succeed in positively interpreting every moment of the day.

It is the modern and dynamic Italian Liquor for those who believe in the positive values of life.

It is the Liquor of those who appreciate the tradition and quality of almost 200 years of history in everyday life.

An elitist, original and complex product, Amaro Ramazzotti is also a product of daily consumption, for all and at any moment of the day, thanks to its elegant smooth taste which is enjoyed by all age groups.



A group rite!

Already, in 1815, a 24-year-old pharmacist by the name of Ausano Ramazzotti had anticipated the fashions connected to the aperitif and happy hour when, precisely in Milan, he began to sell wines, liquors and herbal products (herbs, roots, orange skins and aromatic barks). He also had the brilliant idea of creating a tonic restorative drink based on gentian, cinchona, rhubarb, cinnamon, oregano, sweet Sicilian orange, bitter orange of the Curacao islands and other ingredients.

Ausano Ramazzotti initially distributed his product in the inns of his neighbourhood and later he opened a public house in the centre of Milan close to La Scala Theatre. He would serve Amaro Ramazzotti instead of coffee and it soon became popular thanks to its tonic and digestive qualities.

The Amaro Ramazzotti immediately spread nationwide.

Its decisive yet non-invasive flavour, its organoleptic qualities, its characteristic perfume of orange and the moderate alcoholic content make it ideal for any occasion: served as an aperitif it is enjoyed dry or with a little carbonated water, lemon rind and ice. To finish a meal it is served neat or with ice to free its digestive properties.



From Milan to Paris:

a journey in the heart of the capitals of fashion, culture and “drink”



■ Pernod Ricard Italy, Italian branch of the French multinational Pernod Ricard Group, is the development of the Distillerie Fratelli Ramazzotti, a company which is acclaimed in Italy thanks to the celebrated liquor which carries the name of its founder. Conviviality, entrepreneurship, integrity and commitment are the business values which

characterise the Pernod Ricard Group, headed towards an increasingly brilliant future.

The French group favours a decentralised form of organisation, with “property brands” and “distribution” companies in each key country: it also promotes the values which have always characterised the history of the group: conviviality and simplicity, business spirit, integrity and commitment.

With the slogan “local roots, global reach” Pernod Ricard produces and distributes products which are well rooted in the history of the regions of belonging: be they whiskies in Scotland or Ireland, wines in Australia or pastis in Marseille.

Wherever it is present, the Pernod Ricard Group has formed strong partnerships with the local communities and supports their artistic and cultural initiatives.

Each year the French mother company and its branches promote art, humanitarian values and science, sponsoring different kinds of initiatives.

To mention a few, for example, the agreement of Pernod Ricard with the

Museum of Quai Branly dedicated to the art and culture of Africa, Asia, Oceania and the Americas, the construction of aquatic spaces in the terraces of the Centre Pompidou in Paris, the humanitarian sponsorships for aids to victims of hurricane Katrina in the USA and the Tsunami in Asia in 2004.



installation.



■ Milan and Paris are ever closer.

The values of integrity and commitment of the company are visible to all on the main streets of Milan, through the sponsorship by Pernod Ricard Italy of the "night stewards", who invite young people to drink alcohol «responsibly», reduce noise and skirmishes, and provide the telephone numbers of the Radio bus and taxis to return home in total safety. An initiative which comes from the intent to safeguard and encourage fun in a Milan by night, which can be ever more responsible and aware of individual choices, in the full respect of self and others.

■ It can be enjoyed in one of the following ways:

- > *Neat*: cold or at room temperature
- > *With ice*
- > *In coffee*
- > *On ice-cream*
- > *As punch*: it is an excellent restorative agent
- > *With orange rind*: in harmony with the round flavour of the orange skins of Sicily of its recipe
- > *Shakered*: with lemon juice and ice



It can also be used in cocktails:

- > *1815*: with ginger ale, a slice of lemon and one of orange.
- > *1815 Special*: with ginger ale, gin, a slice of lemon and one of orange, a slice of apple, one of peach and a few mint leaves.
- > *Sour*: with sugar, lemon juice and ice.
- > *Orange*: with orange juice and ice.
- > *Typhoon*: with tonic water and strawberry juice.
- > *Lemon*: with lemonade and ice



Pernod Ricard & SMI

The wrap-around box
to advertise brand-identity



■ In the early Nineteenth century Amaro Ramazzotti was already a product diffused nationwide. The growing demand made it obligatory to transfer the production activity from the centre of Milan to a large production area outside the city. In 1985 Ramazzotti became part of the Pernod Ricard Group, which recorded rapid growth in Italy thanks to the inclusion of prestigious brands in its product portfolio, including Amaro Ramazzotti (famous internationally).

In 1995 the production of the liquor was transferred to Canelli, in the province of Asti, following a new strategy of industrial unification and concentration adopted in Italy by the Pernod Ricard Group. In 2007, following the acquisition of Seagram (2001) and Allied Domecq (2005), the company assumed the current name of Pernod Ricard Italy and further reinforces itself. The product portfolio includes prestigious brands like: Havana Club, Chivas

Regal, Ballantine's, Mumm and Perrier Jouet Champagne, Malibu, Ricard, Jameson, The Glenlivet, Beefeater, Wyborowa, Stolichnaya, Kahlua. The company also develops an efficient sales activity outside Italy, where it conquers positions of primary importance in Germany, Holland and Canada thanks to the Amaro Ramazzotti, Canele and Sambuca brands. In 2008 the Pernod Ricard Group absorbed Swedish company V&S, owner of the Absolute Vodka brand, becoming the n°1 producer in Europe and Asia in the sector of spirits, further strengthening its market share in the key product categories: rum, vodka, whisky and cognac.





The company has always been particularly attentive to its customers' requirements. Combining the historic experience with elevated flexibility, Pernod Ricard Italy is able to satisfy every kind of expectation, personalising the packaging of its products and managing the service to the final consumer.

To offer an innovative impact packaging, which represents at best the brands of the Group, Pernod Ricard Italy has decided to work with SMI.

To package such an exceptional, modern and traditional beverage like Amaro Ramazzotti, the packaging in wrap-around cardboard boxes seemed to be immediately the perfect solution.

This is the optimal type of packaging to preserve the integrity of the bottles and their content during all phases of handling and transport.

It is also an exceptional marketing tool for the product, as the sides of the box can be printed in colours with graphic images of strong visual impact, contributing to the effective diffusion of brand identity.

Following the installation of an SMI wrap-around casepacker in the Pernod Ricard Italy plants in 2001, the strong working relationship set up between the two companies has led to the recent installation of a new WP 600 casepacker with partition insertion device.

The operating flexibility of this packaging machine is well proven by the fact that it has been chosen to package the key product, Amaro Ramazzotti, and the products of the Sambuca and Fior di Vite brands;

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bottles with differing capacities (from 0,375 to 1,5 litres) are in fact grouped into formats of 2x3 and 3x4 and then packaged in wrap-around boxes with and without the insertion of preformed board partitions.

Packaging realised using the WP 600 offers numerous advantages.

The most important include the protection of bottles from knocks and mechanical stress, as the thickness of the cardboard acts as a shock absorber during transport.

The insertion of the preassembled partitions between the glass bottles protects the containers and labels from abrasions and rubbing.

These are the characteristics which have driven the company to invest in a new WP 600 casepacker equipped with the "PID SBP" accessory, which inserts preassembled partitions in "stretched board" instead of corrugated cardboard like the traditional method. The possibility to use this type of partition allows Pernod Ricard to reduce purchasing costs by 20% and lower the storage volume by at least 60%.



The process of inserting the partitions and loading the relevant magazine is also faster, as these are already pre-assembled. The size of the casepacker remains the same as that of a standard machine, as both the partition magazine and the insertion device are assembled in the upper part of the frame of the packaging machine.

■ Pernod Ricard Group

The Pernod Ricard Group was set up in 1975 as a result of the merging of two French companies Pernod and Ricard, two brands of very well known aperitifs. The group experienced strong growth, also made possible by the acquisition, in 2001, of the wine and spirits division of Canadian group Seagram, put on sale by Vivendi Universal following the merger between Vivendi and Seagram in 2000.

In 1994 Pernod Ricard made its second great acquisition, absorbing its British Competitor Allied Domecq, set up in 1994 by multiple merging activities, which held strong brands like Tequila Sauza, Malibu rums, Canadian Club, Martell cognacs, Kahlua, and whiskies like Ballantines, Aberlour, Long John and Chivas.

This operation has permitted

Pernod Ricard to become the second largest group worldwide in the wines and spirits sector, with a turnover of 6.5 billion Euro (2007-2008).

A considerable contribution to the future development of the Pernod Ricard Group has been the recent acquisition of Swedish company V&S (Absolute Vodka), which will allow the French company to aim at the top position worldwide in all sectors.

The portfolio of Pernod Ricard holds the most prestigious brands of its sector: Pernod Anise, Ballantine's, Chivas Regal and The Glenlivet Scotch whisky, Jameson Irish Whiskey, Amaro Ramazzotti, Martell cognac, Havana Club rum, Beefeater gin, Kahlua and Malibu liquors, Mumm and Terrier-Jouët champagne, and Jacob's Creek and Montana wines.



■ Numbers in 2008

- n° 2 in the world of wines and spirits
- n°1 in Europe
- n°1 in South America
- n°1 in Asia
- 78 million** crates of spirits
- 23 million** crates of wine
- 17,500** employees
- 80** branches worldwide
- 102** production sites.

