

Pernod Ricard acquires super-premium Malfy Gin

Pernod Ricard has acquired Italian super-premium gin brand Malfy Gin for an undisclosed sum. Malfy joins the liquor giant's independent unit, The Gin Hub, and its portfolio of premium gin brands including Beefeater, Plymouth and Seagram's.



The Gin Hub, Pernod Ricard's stand-alone brand company that focuses on the global development of its portfolio of international premium gin brands, is expanding its Super-Premium+ range with the addition of Malfy, which is one of the fastest growing super-premium gin brands in the world.

The liquor company states that flavoured gin is exploding, yet still in its infancy, representing more than 40% of Premium+ Gin growth. "Malfy has a distinctive and relevant brand positioning to propel this growth further due to the universal appeal of its Italian provenance, stand-out packaging and memorable bar-call name," says Pernod Ricard in a statement.

Traditional Italian distilling methods

The Malfy range comprises four gins, distilled using quality ingredients from Italy, including Italian juniper from Tuscany, coastal grown Italian lemons, Italian rhubarb, Sicilian blood oranges and Sicilian pink grapefruit.

Inspired by the Amalfi Coast, Malfy Gin continues to use traditional Italian distilling methods, which are said to date back to the 11th Century, and local botanicals, married with Monviso Water from Crissolo Spring, the highest and purest spring water in Italy.

Fast-growing segment

Louise Ryan, managing director, The Gin Hub, comments: "Gin is booming and premiumising rapidly, with Super-Premium+ Gin the fastest growing segment and growing in volume by 29% per year over the past five years, driven by strong double-digit growth in more than 50 markets.

"Malfy already has strong growth momentum and complements our existing portfolio of international brands, but what's really exciting for us is its growth potential within existing markets and through further geographic expansion."

Malfy Gin is currently available in more than 30 markets worldwide. The full range includes Malfy con Limone, Malfy con Arancia (orange), Malfy Gin Rosa and Malfy Originale.

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