



Press Statement

Pernod Ricard becomes latest ETRC Corporate Member

ETRC is pleased to announce that Pernod Ricard has confirmed it will join the growing list of leading industry companies that have become Corporate members of the Council.

Corporate membership was introduced in 2009 when companies were invited to support the activities of the ETRC for a minimum period of 3 years through annual donations providing the funds necessary, in conjunction with the base income from national and other associations, to successfully address the many diverse issues facing the business. To date, 29 companies have now taken up Corporate membership, including leading operators and brands from across all product categories.

In agreeing their membership, Pernod Ricard also confirmed their continued commitment to the national trade associations that they currently support and that their Corporate membership of ETRC will be additional support for the industry.

ETRC President, Frank O'Connell, in welcoming their membership commented: "I am delighted that Pernod Ricard has decided to become a Corporate member of ETRC. This will send a strong signal of their commitment to the industry and of our close co-operation on the various issues that we face."