



Pernod Ricard

Commissioner Cecilia Malmström
European Commission
Rue de la Loi 200
B-1049 Brussels
BELGIUM

Brussels, 19 July 2019

Dear Commissioner Malmström,

I am writing today to congratulate you on the conclusion of the EU-Mercosur Free Trade Agreement. I would like to express my sincere gratitude to you and your team for this remarkable achievement and for having so efficiently defended EU wine & spirit industry interests until the finishing line.

Brazil, Argentina Uruguay and Paraguay are complex markets and the negotiated outcome is outstanding. Thanks to tariff liberalization over a short period of time, we expect to see more opportunities for our key brands, including Irish whiskey Jameson, Swedish vodka Absolut, Polish vodka Wyborowa, Cognac Martell, Scotch whisky Chivas Regal and Rioja wine Campo Viejo.

Equally, we thank you for successfully defending the know-how, reputation and high quality of our EU wines and spirits through securing the recognition of EU geographical indications. The agreement also contains a very important Annex on wines and spirits, providing us with more regulatory security.

The conclusion of the EU-Mercosur FTA is a ray of light, particularly in the midst of international trade tensions.

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Once again, congratulations for the successful conclusion of the EU-Mercosur FTA. Please rest assured that Pernod Ricard will do its utmost to support the deal through all ratification stages.

Yours sincerely,

[Art.4.1(b)]

CC: [Art.4.1(b)] Sandra Gallina, Peter Berz, [Art.4.1(b)]