



Global Customer Partnerships



Marriott EMEA

2025- 2027

International Key Account Manager:
Paul Walker paul.walker@pernod-ricard.com

Global Customer Partnerships



Marriott Brands

MARRIOTT BONVOY™

Luxury

EDITION



THE
LUXURY
COLLECTION

ST REGIS

W
HOTELS

JW MARRIOTT

Premium



SHERATON
EST. 1927

MARRIOTT
VACATION
CLUB

DELTA
HOTELS
MARRIOTT

WESTIN
HOTELS & RESORTS

Le MERIDIEN

RENAISSANCE
HOTELS

AUTOGRAPH
COLLECTION
HOTELS

TRIBUTE
PORTFOLIO

DESIGN
HOTELS

GAYLORD HOTELS

Select

COURTYARD
BY MARRIOTT

FOUR
POINTS
BY SHERATON

SPRINGHILL SUITES
MARRIOTT

Fairfield
BY MARRIOTT



aloft
HOTELS

moxy
HOTELS

PROTEA HOTELS
MARRIOTT

Longer stays

Residence INN
BY MARRIOTT

TOWNEPLACE
SUITES
MARRIOTT

Marriott
EXECUTIVE APARTMENTS

element
HOTELS

BEVERAGE AGREEMENT

January 2025-
December 2027



Key Products & Categories – To receive Pernod Ricard Support

Minimum of 1 product from each key category to be stocked and used as **House Pour** product.

(i.e. from either Pouring or Premium Range, from Vodka, Gin, Blended Whisky, Tequila & Irish Whiskey)

Key Categories	Pouring Range	Premium Range
Vodka	Absolut	Absolut Elyx
Gin	Beefeater	Monkey 47 Ki No Bi Malfy
Scotch Whisky	Ballantine's Finest Chivas Regal 12yo	The Glenlivet Chivas Regal 18yo
Tequila	Olmeca Blanco Olmeca Reposado	Altos Blanco Altos Reposado
Irish Whiskey	Jameson Original	Jameson Black Barrel Redbreast 12

Compliance

How to Achieve Compliance

To achieve full compliance & receive your financial rebate,
A minimum of 1 Product from each key category,
Vodka, Gin, Scotch Whisky, Tequila & Irish Whiskey
must be stocked as **House Pour*** within the subscribed property.

Status Definitions

'House Pour'/'Pouring'* - Is the mandatory standard for all hotels operating in price competitive markets seeking quality brands that are value priced (The Lowest Pouring Price with a 10% advantage) and shall be the only brands within each category to be always provided by subscriber hotels to customers requesting a generic category of spirit (such as Vodka, Whisky, Gin), or a cocktail or mixed drink which normally includes a generic category of spirit.

65% of the cocktail menu must use a Pernod Ricard product as the base spirit.
House Pour Brands must be used and displayed prominently in all Beverage areas to include but not limited to: Back Bars, Optics, Speed Rails, Room Menus, Meetings & Special Events, and Mini Bars

Optional Products

Optional Brands with additional support & rebate based on compliance

Vodka	Absolut Flavours
Gin	Beefeater 24, Beefeater Pink Strawberry, Plymouth
Blended Scotch	Royal Salute 21, Chivas XV, Chivas Ultis, Chivas Extra, The Deacon
Irish Whiskey	Jameson Caskmates IPA & Stout
Single Malt	The Glenlivet Founders Reserve, The Glenlivet 12yo, The Glenlivet 18yo, The Glenlivet XXV
Tequila/Agave	Del Maguey, Avion Plata, Avion 44, Código 1530
Cognac	Martell VS, Martell VSOP, Martell XO, Martell Cordon Bleu
Aperitif & Liqueur	Ricard, Lillet Rose, Lillet Rouge, Italicus, Malibu, Kahlua
Rum	Le Hechicera, Bumbu
Sparkling Wine	Luc Belaire, Perrier-Jouet, G.H.Mumm

Additional brands can be negotiated at a local level see below link for possible products. [Brands](#) | [Pernod Ricard \(pernod-ricard.com\)](#)

BEVERAGE AGREEMENT

January 2025-27



Return to Menu

Additional Support

Ad-Hoc Support

Account Management

Via the contacts below, global & local.

Conference Support

CLS, Operations & GM Conferences

Cocktail Competition

Rising Stars and key regional competitions

Insight & Data

Global & country based insight on the beverage market and world.

Activation Support

- Complete the PR Investment form <https://forms.gle/XJ5STMZEaJqm4Q23A>
- Contact your ADOP or Senior R&B Manager

Contacts

Pernod Ricard

- **Main EMEA Contact** – Paul Walker
International Account Manager
paul.walker@pernod-ricard.com
- Anais Cherpin
Global Customer Development Manager
anais.cherpin@pernod-ricard.com
- Garry Berryman
Head of Global Accounts
garry.berryman@pernod-ricard.com
- Local Contacts available on request, via Paul Walker

Marriott EMEA

- Christopher Moore
Director Procurement, Contracting EMEA
Christopher.Moore@Marriott.com
- Marvin Macaraeg
Senior Manager, Restaurants and Bars, EMEA
Marvin.Macaraeg@marriott.com
- Your regional Director of Operations.

Your Digital Tools



The Marriott & Pernod Ricard Beverage Communication Platform.
Access all training & resources here, alongside general Beverage Communications & updates.
www.join-sip.com/en/risingstarsemea-access
Password: marriott1927



Introduction to Bar & Beverage Service; Category, Production, Cocktails, Service www.barsmarts.com
Use discount code : **MARRIOTTSMARTS** at payment page



Certified CSR Training, with tips and techniques to make your bar more Sustainable, improve wastage and reduce environmental impact
https://linktr.ee/pernod_ricard_gcp



Bar Management & Supervisory Tool
Category data, Management & Menus Tools
Enter password : **conviviality**
(This will be upgraded in 2025) www.star-drinks.com



Saleswise

All Pernod Ricard Brands on one app
Up-to-date product information : Heritage, Selling Points, Tasting Notes, Awards, Classic Serves etc.
Create personalized portfolios and share them with your team.
<https://saleswise.pernod-ricard.com>



Marriott's preferred Food & Beverage Menu & design tool
Contact your Senior Restaurant & Bars Manager for more information.
Primary Support: Michelle.Sepkins@Marriott.com
Secondary Support: Marvin.Macaraeg@Marriott.com



Marriott's community striving to drive more sustainable consumption and promoting positive sustainability behaviours at home and in venues.
With Sustainable tools, techniques, tips & recipes
www.808movement.com

BEVERAGE AGREEMENT

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Marriott Europe Agreement Stocking & Remuneration

Menu Listing A&P Accrual

Compliant properties will accrue A&P for the purpose of delivering activations within Rising Stars & HQ Led activities. The following amounts will be accrued for each compliant property: Compliant property A&P accrual (**Select: €80, Premium: €150, Luxury: €500**)

(For 2023 Volume onwards, **Connected Customers will not be used by sites**. Volumes will be provided from Marriott International & matched with local Market information from Pernod Ricard teams.)

Central Pouring Rebate & Hotel Pouring Rebate

Pernod Ricard will pay yearly to Marriott a rebate based on the total sell-in volumes of Listing Brands purchased by the Subscriber Hotels during the previous calendar year

		VODKA	GIN	BLENDED SCOTCH	IRISH WHISKEY	TEQUILA	REBATE
POURING	To achieve full compliance & rebate, 1 suggested product from each category, (Vodka, Gin, Tequila, Blended Scotch Whisky & Irish Whiskey) must be stocked as House Pour within the subscribed venue.	Absolut Blue	Beefeater	Ballantine's Finest Chivas Regal 12yo	Jameson Original	Olmeca Blanco Olmeca Reposado	€4.00/9LT
PREMIUM POURING		Absolut Elyx	Monkey 47 Kin No Bi Malfy	The Glenlivet Chivas Regal 18yo	Jameson Black Barrel Redbreast 12	Altos Reposado Altos Blanco	€4.00/9LT
OPTIONAL ADDITIONS	Available for ALL properties – optional enrichment of beverage programme & opportunity to activate further	Absolut Flavours	Beefeater 24 Beefeater Pink Strawberry Plymouth	Royal Salute 21 Chivas XV Chivas Ultis Chivas 18 Chivas Extra The Deacon	Jameson Caskmates IPA & Stout	Del Maguey Avion Plata Avion 44 Codigo	€4.00/9LT
		SINGLE MALT	COGNAC	APERITIF & LIQUEUR	RUM	SPARKLING WINE	REBATE
OPTIONAL ADDITIONS	Available for ALL properties – optional enrichment of beverage programme & opportunity to activate further	The Glenlivet Founders Reserve The Glenlivet 12yo The Glenlivet 18yo The Glenlivet XXV	Martell VS Martell VSOP Martell XO Martell Cordon Bleu	Ricard Lillet Rose Lillet Rouge Italicus Malibu Kahlua	Le Hechicera, Bumbu	Luc Belaire Perrier-Jouet G.H.Mumm	€4.00/9LT