# Andrew Bardsley drives Pernod Ricard’s prestige portfolio amid shifting luxury spirits market



Andrew Bardsley's ascent to the role of global brand director for prestige at Pernod Ricard reflects a dynamic career marked by a deep passion for the hospitality and spirits industries. From his early days collecting glasses in a bar at just 15, Bardsley’s journey has taken him from hands-on hospitality to shaping the future of high-value whisky brands in a global market.

Bardsley began his professional life on a path towards a managerial role in hotels after earning a place on Marriott Hotels’ graduate scheme. However, the realisation that he sought a better work-life balance led him to transition into the corporate beverage scene with Diageo as a business development executive. His memorable days spent visiting up to nine pubs per day, promoting well-loved brands like Guinness, offered him a practical grounding in consumer engagement within the competitive hospitality sector.

His subsequent role within Diageo’s global malt whisky team marked a turning point, allowing him to delve deeply into consumer behaviour around high-end spirits. This hands-on experience provided him with valuable insights into why consumers are willing to invest heavily—sometimes upwards of $1,000—in a single bottle of whisky. It ignited a fascination with the intricate dynamics of luxury purchasing, which he describes as the aspect of his job he enjoys the most.

For over a decade now, Bardsley has been a key figure at Pernod Ricard, where the focus is pivoting towards an increasingly competitive market for ultra-premium spirits. This shift was largely influenced by the dramatic changes in consumer behaviour brought on after the COVID-19 pandemic. As travel resumes and normalcy returns, Bardsley is optimistic about regaining the growth momentum seen before the pandemic, despite the lingering economic challenges. He noted that the phase of “revenge travel” had transformed into a sector eager for new experiences while remaining cautious with spending.

As the global market director for prestige brands, Bardsley's responsibilities encompass overseeing iconic Scotch whisky and Cognac brands, including the 55-year-old Glenlivet, priced at a staggering $55,000. Such premium offerings tap directly into the desires of affluent consumers looking to make statements through their purchases or seeking rare collectible items. Recent reports show a strong demand for luxury spirits, with Pernod Ricard planning high-profile launches like The Glenlivet 40 and collaborations with distinguished designers to elevate brand prestige and visibility.

The company’s recent success underscores the effectiveness of premiumisation—a strategy emphasised by Pernod Ricard's chief marketing officer, Martin Riley. The approach has yielded a noticeable uptick in profits, particularly with brands like Chivas Regal that have been repositioned with upgraded packaging and marketing campaigns designed to enhance consumer perception.

Bardsley’s team takes a comprehensive, data-driven approach to marketing their prestige portfolio. By engaging with targeted consumer insights and adapting to various cultural contexts—such as differing consumer behaviours seen in markets from Singapore to Sao Paulo—the team ensures that their luxury brands maintain relevance and desirability. The inclusion of exclusive products designed specifically for travel retail, such as Martell Noblige Noir, further illustrates this point, where bespoke marketing strategies are employed to capture discerning travellers.

What stands out in Bardsley’s narrative is his commitment to creativity and innovation in marketing. He passionately promotes the belief that effective marketing transcends traditional notions; it hinges on understanding consumers, fostering emotional connections, and utilising a blend of digital and traditional advertising avenues to engage potential buyers long before they step into an airport.

Reflecting on his career, Bardsley’s pride in his earlier contributions within Scotch whisky innovation resonates, as he recalls the thrill of seeing a newly-developed product hit the market shelf—a testament to the extensive research and collaboration involved in bringing a product to life. It serves a poignant reminder that success in branding luxury products often requires an immense amount of behind-the-scenes work, contrary to the myth of overnight successes.

Ultimately, Bardsley’s insights reveal a vibrant mix of commercial acumen and creative flair that drives the success of Pernod Ricard’s prestigious offerings. His journey from the bar to boardroom exemplifies the evolution of a leader committed to redefining luxury spirits for a contemporary audience, demonstrating that the world of high-end whisky continues to be as enticing as ever.

### Reference Map

* Paragraph 1: [[1]](https://www.thedrum.com/news/2025/05/13/pernod-ricard-s-andrew-bardsley-i-used-visit-9-pubs-day-now-i-market-55000-whisky)
* Paragraph 2: [[1]](https://www.thedrum.com/news/2025/05/13/pernod-ricard-s-andrew-bardsley-i-used-visit-9-pubs-day-now-i-market-55000-whisky)
* Paragraph 3: [[1]](https://www.thedrum.com/news/2025/05/13/pernod-ricard-s-andrew-bardsley-i-used-visit-9-pubs-day-now-i-market-55000-whisky)
* Paragraph 4: [[2]](https://www.dfnionline.com/brand-news/liquor-wines/pernod-ricard-gtr-highlights-role-prestige-spirits-travel-retail-25-10-2024/), [[3]](https://www.marketingweek.com/pernod-ricard-goes-premium/)
* Paragraph 5: [[2]](https://www.dfnionline.com/brand-news/liquor-wines/pernod-ricard-gtr-highlights-role-prestige-spirits-travel-retail-25-10-2024/), [[5]](https://www.foodnavigator-asia.com/Article/2024/11/07/pernod-ricard-prioritises-ultra-prestige-portfolio-to-satisfy-growing-appetite-for-premium-and-niche-spirits)
* Paragraph 6: [[1]](https://www.thedrum.com/news/2025/05/13/pernod-ricard-s-andrew-bardsley-i-used-visit-9-pubs-day-now-i-market-55000-whisky), [[3]](https://www.marketingweek.com/pernod-ricard-goes-premium/)
* Paragraph 7: [[5]](https://www.foodnavigator-asia.com/Article/2024/11/07/pernod-ricard-prioritises-ultra-prestige-portfolio-to-satisfy-growing-appetite-for-premium-and-niche-spirits)
* Paragraph 8: [[2]](https://www.dfnionline.com/brand-news/liquor-wines/pernod-ricard-gtr-highlights-role-prestige-spirits-travel-retail-25-10-2024/), [[5]](https://www.foodnavigator-asia.com/Article/2024/11/07/pernod-ricard-prioritises-ultra-prestige-portfolio-to-satisfy-growing-appetite-for-premium-and-niche-spirits)
* Paragraph 9: [[3]](https://www.marketingweek.com/pernod-ricard-goes-premium/)
* Paragraph 10: [[2]](https://www.dfnionline.com/brand-news/liquor-wines/pernod-ricard-gtr-highlights-role-prestige-spirits-travel-retail-25-10-2024/), [[4]](https://www.academia.edu/108427475/Luxury_Brand_Management_A_World_of_Privilege)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/13/pernod-ricard-s-andrew-bardsley-i-used-visit-9-pubs-day-now-i-market-55000-whisky> - Please view link - unable to able to access data
2. <https://www.dfnionline.com/brand-news/liquor-wines/pernod-ricard-gtr-highlights-role-prestige-spirits-travel-retail-25-10-2024/> - Pernod Ricard's Global Travel Retail (GTR) division emphasizes the importance of ultra-prestige spirits in its strategy. Despite global economic challenges, there's a strong demand for luxury products. The company plans to launch high-end offerings like The Glenlivet 40 and 55-year-old expressions, aiming to make these products more visible to travelers. Initiatives include exclusive collaborations and limited releases, such as The Glenlivet Groundbreaker series and Royal Salute's partnership with designer Harris Reed. While focusing on the ultra-prestige segment, Pernod Ricard also offers accessible products to cater to a diverse range of travelers.
3. <https://www.marketingweek.com/pernod-ricard-goes-premium/> - Pernod Ricard's Chief Marketing Officer, Martin Riley, discusses the company's strategy to prioritize value over volume by enhancing product quality and packaging. This approach has led to a 6% rise in six-month profits to €1.5bn, driven by premium alcohol brands. The company has invested in premiumization, notably with Chivas Regal, by introducing a new heavy-base bottle and blue and gold label, resulting in significant global sales growth. Collaborations with designers like Christian Lacroix and Vivienne Westwood have also contributed to the brand's luxury image.
4. <https://www.academia.edu/108427475/Luxury_Brand_Management_A_World_of_Privilege> - Pernod Ricard, originally known for its Pastis brand in France, has expanded its portfolio through strategic acquisitions. In 2001, it acquired 38% of Seagram’s activities, and in 2005, it purchased the majority of Allied Domecq's assets. This expansion added brands like Chivas Regal, Ballantine’s, Campbell, Jameson whiskies, Absolut Vodka, Havana Club, and Malibu rums to its lineup, significantly enhancing its presence in the luxury spirits market.
5. <https://www.foodnavigator-asia.com/Article/2024/11/07/pernod-ricard-prioritises-ultra-prestige-portfolio-to-satisfy-growing-appetite-for-premium-and-niche-spirits> - Pernod Ricard is focusing on its ultra-prestige portfolio to meet the growing demand for premium and niche spirits. Brands like Martell XXO, L’Or de Jean Martell cognacs, Royal Salute whiskeys, The Glenlivet single malts, Perrier-Jouët champagnes, and Código tequilas are central to this strategy. The company aims to increase awareness and availability of these brands in key venues and is exploring the expansion of its craft spirits portfolio to cater to the rising appetite for premium, niche products, including agave-based tequilas and mezcals.
6. <https://www.businesswire.com/news/home/20130701005763/en/Pernod-Ricard-USA-Announces-Reorganization-and-Expansion-of-Its-Spirits-Marketing-Team> - Pernod Ricard USA announced a reorganization and expansion of its Spirits Marketing team, effective July 1, 2013. The revamped group aims to enhance the momentum behind the company’s key spirits brands, focusing on innovation, multicultural marketing, and digital media. Pierre Berard, formerly Director of Marketing at Pernod Ricard China, was appointed to lead the team. The expansion is intended to reinforce the company's assets and achieve strong growth objectives in the premium spirits market.
7. <https://www.pernod-ricard.com/en/careers> - Pernod Ricard, founded in France in 1975, is a global leader in premium spirits and wines, offering a diverse range of job functions including marketing, sales, public affairs, sustainability, communications, finance, legal, human resources, IT, operations, logistics, and production. The company emphasizes a culture of 'conviviality' and offers various career development programs, such as the Jameson and Irish Distillers Graduate Programmes and the Chivas Brothers International Graduate Program, to nurture talent and foster a lasting career in the spirits industry.