

Pernod Ricard renews golden reel with CineMARK

Pernod Ricard South Africa, a wholly owned subsidiary of one of the largest spirits and wine companies in the world, has renewed its golden reel contract with CineMARK for the 5th year in a row.

Pernod Ricard uses its position on 35mm reels, third closest to the main feature, to promote brands Chivas Regal, Jameson Whiskey and Ballantines Scotch Whisky.

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