



Tanqueray and Sarah Jessica Parker Celebrate the “No’s” That Make Life Spectacular

Tanqueray is proud to announce Sarah Jessica Parker as its global ambassador, kickstarting a new series that sees the iconic premium gin brand partner with hand-picked cultural voices to celebrate spectacular effort and craft. Bigger than a campaign, this is a global moment that leads with Sarah Jessica Parker in a defining cinematic launch this January 2026.

India. February 2026: Tanqueray announces its partnership with global ambassador Sarah Jessica Parker. The Actor, Producer and Businesswoman leads in the brand's next chapter with a movement rooted in 300 No's, echoing Tanqueray's quest for excellence through the iconic London Dry Gin. Guided by its long-standing craft and driven by a future-focused vision, Tanqueray inspires you to never compromise and raise the bar. Together, Tanqueray and Sarah Jessica Parker champion the spectacular, uncovering the bold truth that the No's in life are what make you go further. The launch will come to life through a campaign titled There's an N and an O in every ICON, alongside new and unexpected brand experiences on and offline globally.

“Tanqueray's heritage is built on the foundation of never compromising. Through this partnership we are celebrating the No's over the Yes's, as ultimately these are what lead you to something truly iconic!” Said **Patricia Borges, Diageo's Global Gins & Rums Director** “With her fearless refusal to compromise, Sarah Jessica Parker was the perfect choice as our inaugural cultural voice for this movement and to launch There's an N and an O in every ICON.”

Sarah Jessica Parker adds “I'm thrilled to be joining forces with Tanqueray, celebrating all the many No's we meet in the pursuit of excellence. The No's i've collected throughout my life and career have shaped me, pushed me, and, more

often than not, carried me to the most unexpected and spectacular places. They've become part of the adventure, and I'm grateful for every single one."

300 No's: The Road to Discover the Spectacular

Almost two-centuries ago, Charles Tanqueray set out to create something truly distinctive. Through tireless experimentation, he worked with the finest botanicals and created more than 300 versions of liquid recipes. This mastery resulted in the spectacular Tanqueray London Dry Gin, a recipe that to this day is still crafted in the same way. This spirit of experimentation and craft remains the foundation of what Tanqueray stands for, continuing to inspire you to make life a spectacular story.

Three hundred experiments. Three hundred No's. One iconic brand.

Terry Fraser, Tanqueray Master Distiller says "Since 1830, Tanqueray London Dry Gin has been crafted with the same four botanicals, a mark of our relentless pursuit of excellence. At our distillery, science and artistry come together to craft a liquid that is consistently spectacular, continuing Charles Tanqueray's iconic legacy."

There's an N and an O in every ICON

Stepping into her role as Tanqueray's global ambassador, Sarah Jessica Parker embodies the brand's never-compromising stance. Her legacy, built on the courage to say 'No', embraces intention and purpose. Whether it's refusing to compromise on her vision or rejecting shortcuts, her No's follow a clear line of intention. There's an N and an O in every ICON is a global moment set on a global stage, with an accompanying film by Paul mclean and shoot captured by Miles Aldrige. Starring Sarah Jessica Parker, the film spotlights the No's that shaped her own path, mirroring Tanqueray's redefining spirit, as Parker says in the film, *"The No's you give and*

Take, are what make life spectacular." The campaign features the timeless London Dry Gin and its iconic serves Tanqueray Dirty Martini and Tanqueray Gin & Tonic.

The Global Moment

The partnership marks the first in a new series that celebrates Tanqueray's place within contemporary culture, with a host of voices and tastemakers set to follow, each bringing a creative point of view to special moments and experiences across

Brazil, US, Italy, UK, China, India and more. It all comes together in a blend of cocktail culture, curated experiences, content and conversation in the next expression of Tanqueray.

Tanqueray x Sarah Jessica Parker moments will include an appearance at Rio de Janeiro carnival in Brazil this February, followed by Milan, Italy, and more. Additional details will continue to be shared throughout 2026.

Explore Tanqueray x Sarah Jessica Parker. [here](#)

About Tanqueray

Over 180 years ago Charles Tanqueray was on a mission to create the world's finest gin. He set up his distillery in Bloomsbury, London in 1830 and, after years of experimentation and searching for the finest ingredients, Tanqueray London Dry was born. Since then, Tanqueray has continued to be driven by Charles' spirit of exploration and innovation and we now have a portfolio including Tanqueray No. TEN, Tanqueray 0.0, Tanqueray Bossa Nova, Tanqueray Sevilla and Tanqueray Royale. And limited editions inspired by Charles' recipes.

It is this rich heritage and unshakeable attention to quality that makes Tanqueray stand out against all others and has also led to Tanqueray winning numerous prestigious awards, including being named #1 Best-Selling Gin and the Bartenders' Choice in Drinks International Brand Report 2025. The brand was voted the favourite by bartenders in the "Bartenders' Choice" category, a title it has held in exactly half of the report's 16 editions.

About Sarah Jessica Parker

Sarah Jessica Parker is an award-winning actor, producer, and businesswoman who has garnered four Golden Globe Awards, three Screen Actors Guild Awards, and two Emmy Awards. She most recently received the Carol Burnett Award at the 2026 Golden Globes.

Parker's latest roles include And Just Like That, the sequel to Sex and the City, and Disney's Hocus Pocus 2. She also executive produced the documentary "The

Librarians” which premiered at the Sundance Film Festival in 2025. On stage, Parker recently performed in the revival of Neil Simon's Plaza Suite, earning her a 2024 Olivier Award nomination.

Parker launched Pretty Matches Productions in 2005, developing diverse film and television projects. In 2023, she launched SJP Lit, a literary imprint in partnership with Zando. She currently serves as Vice-Chairman of the New York City Ballet and was appointed as a judge for the Booker Prize in 2025.