



ALL THE SMALL THINGS

Create your own milestone: study reveals Millennials are choosing to elevate small wins and make them “GRAND”

- *76% of young Brits are turning their backs on traditional life achievements*
- *Over a third have not achieved any of ‘traditional’ life goals and would rather ‘live in the moment’*
- *This ‘Live Grand’ movement means that up to 46% of Millennials actively search for moments to celebrate compared to 10% of people over 40*

LONDON, 19TH October – New research has revealed that three quarters (76%) of young Brits are turning their backs on traditional life achievements, instead looking to celebrate everyday wins that are more reachable, elevating them to something bigger. The research by Grand Marnier found that half (53%) of young British adults (aged 20-39) find an occasion to turn the normal into the grand, at least once month compared to just 10% of over 40 counterparts.

This new trend sees Millennials elevating moments like booking a holiday (31%), receiving an unexpected freebie (29%) and ticking something off a bucket list (28%), from normal everyday occurrences to causes for celebration.

Top celebrations:

1. Meeting a health and fitness goal such as completing a tough mudder (26%)
2. Getting praised by a boss, colleague or client (24%)
3. Receiving a compliment (23%)
4. Successfully budgeting and saving money at the end of the month (23%)
5. Buying the perfect present for someone (22%)
6. Bumping into an old friend unexpectedly (19%)

By elevating these typical life moments, young adults have started to redefine what counts as a life accomplishment. Alongside traditional goals like buying a house and getting married¹, this age group have introduced their own new goals including running their own business (39%), learning to speak another language (25%), visiting every continent (20%) or living abroad (15%).

It’s not just the moments that have become more eccentric, but how they celebrate them, with many now opting to indulge with a drink in the bath (34%), sharing a post on social media (43%) or eating what they want without worrying (51%) – some of the most popular ways to mark special occasions amongst millennials, according to the research.

According to experts, this move towards elevating the small moments, can be attributed to Millennials’ more positive outlook on life, with 46% of those aged 20-39 actively searching for moments to celebrate compared to 10% of people over 40. Psychologist Dr. Lynda Shaw comments:

¹ Get married (70%), buy a first home or flat (65%)



“Traditionally, the grand moments in a person’s life were fairly obvious – turning 18, buying your first home, getting married. The problem with these traditional moments are that they aren’t necessarily relevant to how a Millennial lives. They are a generation of smart, resourceful and astute people who appreciate that life is worth living now, so it makes sense that they have decided to change the moments they celebrate.

This “Live Grand” movement sees young British adults re-imagining what they feel to be a cause for celebration or a “life moment” and setting their goals accordingly, with 70% of Millennials celebrating 48 of these moments a year – that’s almost once a week.”

The research was conducted by Grand Marnier, the iconic French liqueur, as part of their #LiveGrand campaign designed to encourage people to mark their everyday wins. You can share your successes with Grand Marnier using #LiveGrand across social media.

-ENDS-

The research was conducted by 4Media on behalf of Grand Marnier, surveying 2,000 adults, aged between 20-50 years old.

Top Life Goals:

1. Complete a fitness challenge e.g., an Iron man (20%)
2. Write a best-selling book (18%)
3. Start a successful blog (14%)
4. Live to 100 years old (13%)
5. Climb a mountain (10%)

For more information on the ‘Live Grand’ movement and the Grand Marnier key serves, please contact the press office grandmarnier@cohnwolfe.com or call 0207 331 5413.

Instagram: [@GrandMarnier_UK](https://www.instagram.com/GrandMarnier_UK)

About Grand Marnier

Created in 1880 by Louis-Alexandre, Grand Marnier Cordon Rouge is the flagship of the brand and combines the intensity of exotic bitter orange with the character of Cognac. The recipe has not changed since it was created, resulting in a liqueur with powerful and complex aromas and flavours. Grand Marnier contains 51% Cognac, which means that it brings an intriguing twist to cocktails and drinks – giving a multi-layered flavour and elevates classic cocktail serves.

Grand Marnier: Tasting notes

Colour: Bright topaz, brilliant with gold and amber tints.

Aroma: Attractive orange notes with nuances of candied zests and vanilla flavours from the Cognac.

Flavour: Full and ample, bitter orange aroma balanced by Cognac notes of hazelnuts and toffee. The finish is long and harmonious.

About Campari UK

Campari UK is Gruppo Campari’s subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 ‘Camparistas’ from numerous different nationalities.



At the heart of Campari UK are two main portfolio offerings. The first is the Italian Icons. The second group encompasses Jamaican Rums, Whiskies, and Modern Mixables, led by Appleton Estate Rum and Wray & Nephew Overproof, Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 30 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

Visit www.campariuk.com to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

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About Gruppo Campari

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include [Aperol](#), [Appleton Estate](#), [Campari](#), [SKYY](#), [Wild Turkey](#) and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari owns 18 plants and 1 winery worldwide and has its own distribution network in 19 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en.

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