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ST-GERMAIN Bets on Sophie Turner to Sell Summer Spritzes

The Bacardi-owned liqueur is launching a global campaign around lighter cocktails as spritz drinks gain popularity worldwide.

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ST-GERMAIN, the French elderflower liqueur owned by Bacardi, is launching a global summer campaign fronted by actress Sophie Turner and built around the growing popularity of spritz drinks as consumers continue to look for lighter, more refreshing cocktails for social occasions.

The campaign centers on a short film set on the French Riviera, where Turner spends a beach day with friends before the weather changes. Rather than letting the shift in conditions spoil the outing, she turns the moment into an opportunity to make a ST-GERMAIN Spritz and keep the gathering going. The brand said the film is meant to capture what it sees as a broader shift in drinking habits: casual, relaxed entertaining and drinks that fit warm-weather occasions.

Turner said in a statement that she planned to spend part of the summer on the Riviera with ST-GERMAIN after finishing what she described as an intense but enjoyable filming schedule. She said the ST-GERMAIN Spritz was her ideal summer drink because it is light, vibrant and refreshing, whether enjoyed on a remote beach or at home.

The campaign arrives as spritz drinks continue to gain traction globally. ST-GERMAIN said Google search interest for the ST-GERMAIN Spritz rose 20% worldwide in 2025, while searches for the Hugo Spritz increased 58% globally over the same period. The company said search activity peaks in spring and summer, which it described as spritz season.

Emma Fox, global vice president of ST-GERMAIN, said the brand wanted to reflect how people are socializing now, with more emphasis on simple gatherings and spontaneous moments. She said the campaign with Turner was designed to show that anyone can host cocktail hour with a ST-GERMAIN Spritz, regardless of the weather.

The company also plans a series of summer activations tied to the campaign, including pop-ups and content from creators around the world. One of the main events will be a Riviera Club pop-up in Cannes in July and August, where visitors will be able to try the drink in a setting inspired by the French coast. Later in the summer, ST-GERMAIN said it will unveil a fashion collaboration as part of its effort to position the drink not only as a cocktail ingredient but also as part of a broader lifestyle image.

ST-GERMAIN said its signature spritz is made with 40 ml of elderflower liqueur, 60 ml of dry sparkling wine, 60 ml of soda and lemon peel. The brand describes itself as a French liqueur made with up to 1,000 handpicked elderflowers in each 750 ml bottle and says its flavor includes notes of pear, grapefruit and tropical fruit.