

SPIRITS

THE MARKET

Spirits are again capturing the consumer's imagination and whether it is a budget brand or a premium spirit, customers are undoubtedly coming back into this highly profitable category.

Customers are becoming increasingly discerning and look for recognisable quality brands as well as a more refined level of drinking experience.

VODKA

Brands are key to driving the vodka category - particularly mainstream brands such as Smirnoff. However, spirit companies continue to focus on the development and growth of premium vodkas.

WHISKIES

This category is consolidating strongly and is now based on a core of key brands. As imported whiskies decline both malt whiskies and blended scotch are experiencing an increase in share. However, pubs still rely on mainstream brands in this category.

GIN

Marketing gin as a premium spirit has worked for Bombay Sapphire which, alongside Gordon's, find itself listed in the top 5 gin brands.

RUM

The top rum brands remain unchanged, with Bacardi, Captain Morgan, Lamb's Navy Rum and Morgan's Spiced all in the top five. Sailor Jerry is also making big inroads into the on-trade market.

SPECIALIST SPIRITS & LIQUEURS

Liqueurs and speciality spirits are a buoyant category in the drinks market, with the picture dominated by the appeal of brands since customers are known to order a brand as opposed to a drink. Benefiting from this, brands such as Southern Comfort (SoCo), Baileys and Archers continue to enjoy popularity with consumers.

Offering a range of simple quality cocktails is a great way to drive sales throughout the year since they can be changed to suit the particular season. To maximise this potential more effectively, greater efforts at producing 'theatre' when preparing and selling cocktails are being called for across the drinks trade. Finally, pitchers to share are successful in increasing incremental spend, especially in the warmer summer months.

VODKA

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SMIRNOFF RED

Sizes	70cl, 1.5Ltr & 3Ltr
ABV	37.5%

The number 1 vodka brand in the on-trade.



SMIRNOFF BLUE

Sizes	70cl & 1.5Ltr
ABV	45%

Smirnoff Blue is the UK's best selling premium strength vodka. It's versatile and great with a variety of juices and mixers.



SMIRNOFF BLACK

Sizes	70cl
ABV	40%

Smirnoff Black has a smooth mellow taste thanks to the triple distillation process and the filtration through Siberian silver birch charcoal.



VLADIVAR

Sizes	70cl & 1.5Ltr
ABV	37.5%

A clean, crisp and refreshing vodka, distilled three times and filtered through charcoal.



ABSOLUT

Sizes	70cl
ABV	40%

Pernod Ricard plans to re-invigorate this Swedish vodka brand.



FINLANDIA

Sizes	70cl
ABV	40%

A refined spirit blended with pure untouched glacial spring water to provide a crisp and naturally pure vodka.



RUSSIAN STANDARD

Sizes	70cl & 1.5Ltr
ABV	40%

Russia's number 1 premium vodka produced in St Petersburg using only winter wheat from the Russian Steppes combined with pure glacial water.



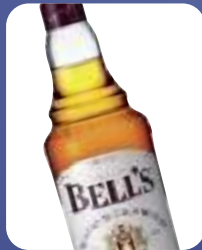
ERISTOFF VODKA

Sizes	70cl
ABV	40%

Imported and made from 100% pure wheat. Triple-distilled and charcoal-filtered. An exceptionally pure spirit that can be drunk neat or with a variety of mixers. Winner of a Gold Medal in the International Spirits Challenge in 2008. The judges comments were "Clean and great length of finish".

WHISKIES

WHISKIES



BELL'S

Sizes	70cl & 1.5Ltr
ABV	40%

Up to 40 of the finest malt and grain whiskies are matured in oak casks before being skilfully blended to give Bell's its rich nose, warm taste and lingering finish.



FAMOUS GROUSE

Sizes	70cl & 1.5Ltr
ABV	40%

The No. 1 whisky in Scotland and the most requested whisky in the UK on-trade with award-winning national TV advertising.



WHYTE & MACKAY

Sizes	70cl
ABV	40%

Whyte & Mackay is made using a unique double marriage process leading to a smooth finish and consistent taste. A brand steeped in heritage and tradition.



JACK DANIEL'S

Sizes	70cl & 1.5Ltr
ABV	40%

Every drop is distilled, aged and bottled in Lynchburg, Tennessee. Jack Daniel's continues to benefit from a brand recall among consumers that is unrivalled in spirits in the pub trade.



BUSHMILLS

Sizes	70cl
ABV	40%

An Irish whiskey of great tradition, rich, warming taste of fresh fruit and vanilla.



JAMESON'S

Sizes	70cl
ABV	40%

This Irish whiskey has a close association with film. Promotional activity encourages consumers to mix it with ginger ale and this has helped to make it one of Pernod Ricard's best performing brands.



GLENMORANGIE

Sizes	70cl
ABV	46%

A single highland malt scotch whisky aged 10 years dating back to 1843.



GLENFIDDICH

Sizes	70cl
ABV	40%

The world's and UK's No. 1 selling Malt Whisky Brand. Unlike most distilleries, Glenfiddich still uses coal to fire the stills - as it did in 1887 when the first spirit flowed from the stills.

GIN, RUM & COGNAC

GIN



GORDON'S

Sizes	70cl & 1.5Ltr
ABV	37.5%

A unique blend of juniper, citrus and other rare spices combine to give Gordon's Gin its distinctive taste.



BOMBAY SAPPHIRE

Sizes	70cl & 1.5Ltr
ABV	40%

A leading brand in the premium gin category crafted with ten botanicals. The delicate production process of vapour infusion produces a crisp, balanced, more refined taste.

RUM



BACARDI

Sizes	70cl & 1.5Ltr
ABV	37.5%

The UK's leading rum and looking towards pubs to get behind the product as a cocktail mixer.



BACARDI GOLD

Sizes	70cl
ABV	40%

A blend of Bacardi rum aged between 3 - 5 years resulting in a rich taste.



CAPTAIN MORGAN

Sizes	70cl & 1.5Ltr
ABV	40%

A dark rum and remains a strong player in the rum market.



MORGAN'S SPICED

Sizes	70cl
ABV	35%

Rich, smooth, honey-coloured rum with a soft warm finish - a combination of quality Caribbean rums and a variety of spices.



LAMB'S NAVY RUM

Sizes	70cl & 1.5Ltr
ABV	40%

A dark rum with a strong history.



SAILOR JERRY

Sizes	70cl
ABV	40%

A very popular Caribbean-style rum liqueur, which like true sailor rum is strong, yet goes down smoothly.

COGNAC



COURVOISIER

Sizes	70cl & 1.5Ltr
ABV	40%

The number 1 cognac brand in the UK.



REMY VS

Sizes	70cl
ABV	40%

Legendary cognac from the prestigious house of Remy Martin.

SPECIALIST SPIRITS

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SOUTHERN COMFORT

Sizes	70cl & 1.5Ltr
ABV	35%

Looking towards building on its recent success to 'own February' coinciding with the Mardi Gras festival in its home town of New Orleans. Also pushing the brand as a long drink.



BAILEYS

Sizes	70cl & 1.5Ltr
ABV	17%

The UK's top-selling cream liqueur. It is pushing itself away from its image as a traditional Christmas drink by looking towards new flavours.



ARCHERS

Sizes	70cl
ABV	21%

Archers remains in the top 10 selling liqueur brands in the UK. This peach schnapps is popular with entry-level drinkers looking for sweeter tasting mixed drinks.



PIMM'S

Sizes	70cl
ABV	25%

Pimm's No.1 Cup, the World famous gin-based drink flavoured with liqueurs and fruit. It is still made to the original secret recipe. Pimm's can now be enjoyed all year round, with the new Pimm's Winter Cup!



TIA MARIA

Sizes	70cl & 1.5Ltr
ABV	20%

A solid performing coffee liqueur with a high brand recognition.



MALIBU

Sizes	70cl & 1.5Ltr
ABV	21%

One of the best performing brands for Pernod Ricard in 2009 and benefits from the huge marketing support.



LUXARDO SAMBUCA

Sizes	70cl
ABV	38%

Luxardo is one of the main players within one of the few categories showing a strong growth in the on-trade.



DUOMO SAMBUCA

Sizes	70cl
ABV	38%

A premium Italian spirit. Sambuca has increased year on year bucking the trend in the Spirits market. Available in Original, Licorice, Raspberry, Violet and Samburelto variants.



DISARONNO

Sizes	70cl
ABV	28%

The world's favourite Italian liqueur and one of the oldest known brands in the world. It is produced with only carefully selected ingredients such as the pure essence of 17 selected herbs and fruits soaked in apricot kernel oil. It is enjoyed the world over either on its own, over ice, or in a wide variety of cocktails.



DRAMBUIE

Sizes	50cl & 70cl
ABV	40%

A truly unique premium spirit. It blends a precious 'essence' created for a Prince, with the finest aged malt whiskies. A multi-layered spirit that releases taste sensations of malt whiskies and aromas of heather, honey, herbs and spices.

SPECIALIST SPIRITS

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JOSE CUERVO TEQUILA

Sizes	70cl
ABV	38%

Tequila is the ultimate party drink and Cuervo is the ultimate Tequila. Popular in cocktails or as shots.



SAUZA TEQUILA

Sizes	70cl
ABV	38%

The Sauza enjoys a rich heritage stretching back over 130 years.



AFTERSHOCK

Sizes	70cl
ABV	40%

Initially launched as a fun shooter brand in young persons venues, it continues to maintain its presence in the market. Available in Original Hot & Cool, Blue and Thermal Bite.



JAGERMEISTER

Sizes	70cl
ABV	35%

An unmistakable herbal liqueur based on natural ingredients.



MARTINI

Sizes	70cl & 1.5Ltr
ABV	15%

The Martini Vermouth brand is one of the most famous and glamorous brands in the world. Available in 3 classic styles - Dry, Bianco and Rosso and the new Rosato.



PERNOD

Sizes	70cl
ABV	40%

The distinctive flavour of Pernod is created through a combination of star anise and several aromatic herbs and plants.



COINTREAU

Sizes	70cl
ABV	40%

A clear, orange-flavoured spirit made in France since 1875 from a blend of sweet and bitter orange peels.



SOURZ

Sizes	70cl
ABV	15%

15% Sourz shooters come in a range of brilliant colours - green, orange, yellow and blue.

FLAVOURS: Apple, Cherry, Pineapple and Tropical Blue.



CORKY'S

Sizes	70cl, 1.5Ltr (Cherry & Apple Sour only)
ABV	15%

15% Corky's vodka shots are a range of premium flavoured vodkas. FLAVOURS: Cherry, Toffee, Apple Sour, Blueberry, Cola Cube, White Chocolate, Cream Egg, Chocolate & Orange, Strawberries & Cream.