

**WANT TO  
KNOW HOW AN  
AWARD-WINNING  
BRAND CAN  
TRANSFORM  
YOUR BUSINESS...**

**GLOBAL  
BRANDS  
HAS GOT ALL THE  
ANSWERS**



**Corky's Vodkas Shots are a versatile range of liqueurs that can be enjoyed as a shot, over ice, as a cocktail base or with a mixer.**

**Read on to find out more...**



**VK is a Vodka based ready-to-drink available in nine award-winning flavours and is now the third best selling RTD on the market.**

**Read on to find out more...**



**Kick Energy is designed to give you a boost of energy when you need it most! With revitalising properties, Kick Energy has a light and refreshing taste, without leaving an aftertaste.**

**Read on to find out more...**



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## WHAT A CORKER

The UK shot market has rocketed over the past three years making the sector one of the most important – and valuable – in the on-trade.

With a value of 233m, the shot market continues to grow year on year – recording a 17 per cent increase since 2008!

As the market continues to grow there has been one brand that has shot to fame. Corky's Vodka Shots have become the number one vodka based shot brand on the market.

The unique range of flavours meant the brand immediately caught the imagination, and it continues to excite people of all ages today, with a range to tantalise every taste bud.



## CORKY'S RANGE

15% ABV | 50cl, 70cl & 1.5L bottles

Nine award-winning flavours:

### Premium Flavours

Apple Sour  
Cherry  
Cola Cube  
Blueberry  
Toffee

### Seasonal Flavours

Cream Egg  
Chocolate & Orange  
Premium Cream  
Strawberries & Cream  
White Chocolate



## MORE THAN JUST A MEASURE

It isn't just shots that Corky's specialise in... the brand comes with a versatile range of serving suggestions too!

Always keen to explore new opportunities, Corky's has also been developed into an alternative base spirit in long drinks and cocktails and its cream flavours used to enhance after dinner drinks and desserts - creating an extra cash margin and the chance to gain incremental sales.

### Pitchers

Share a jug of Corky's, mixed with ingredients to enhance the experience.

### Long drinks and mixers

Corky's tastes great over ice. Take your favourite Corky's flavour, add ice, then mix in a tall glass.

### Coffee & Ice cream

Corky's cream based shots work perfectly with after dinner drinks like coffee and in desserts such as ice cream.



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## FLAVOUR MATTERS

Now, more than ever, consumers are demanding flavoursome beverages that deliver their own sense of entertainment and 'theatre'.

With 60 per cent of consumers counting flavour as a key factor when choosing a shot and more than a fifth drinking shots to celebrate... Corky's can deliver on both fronts.

With nine award-winning flavours that offer something for all tastes, nobody knows the market better than Corky's.

This has been underlined by a string of prestigious awards in recent years, including Winner of 'Best Liqueur & Speciality Spirit' at the 2006 Quality Drinks Awards and 'Gold Medal Winner' at the 2007 World Spirit Awards.



## CURIOUS WORLD OF CORKY'S

To help develop and drive the Corky's brand even further, the UK's leading vodka shot range has launched an eye-catching promotional campaign – The Curious World of Corky's.

Designed to be contemporary, relevant and 'of the moment', the traditional circus-themed campaign will bring yet more variety to the brand, increase awareness and value and give an added sense of 'theatre'.

As part of the campaign, Corky's will be introducing new serving suggestions such as a twisted shot, chilled shot and pot tail to increase consumer demand, drive ROS and provide an incremental sales opportunity.





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## VK - LEADING THE WAY

When it comes to picking an industry leader in the Ready-to-Drink (RTD) sector there is one brand that stands head and shoulders above the rest.

With the UK RTD sector now drawing in an estimated £589m per year - worth more than Rum, Gin, Liqueurs, Fortified Wine and Sparkling Wine - the VK brand is continuing to re-invigorate the market with its exciting range of flavoured vodka based beverages.

Containing real fruit juice and no artificial sweeteners, VK's market share is increasing year on year as it continues to outperform many of its major rivals - making it one of the most recognised drinks in pubs and clubs across the country.



## THE VK RANGE

4% ABV | 275ml | Variety of pack sizes available

### VK Blue

A unique flavour with caffeine and taurine

### VK Ice

A refreshing lemon flavour

### VK Fruit Flavours

Tropical

Cherry

Apple

Orange

Lemon - **NEW**



## INNOVATION THE VK WAY

After the successful launch of VK Lemon, the latest addition to the brand is VK Mojito - the first real innovation in the RTD sector.

Using an authentic Cuban recipe, VK Mojito delivers the same quality and taste as the real thing, with the speed and convenience of an RTD.

Served straight from the fridge, VK Mojito is a solution for mainstream, high footfall venues that simply don't have the time to offer cocktails to their customers.

### Flavours

Original

Contains real fruit juice

4% ABV

275ml glass bottle





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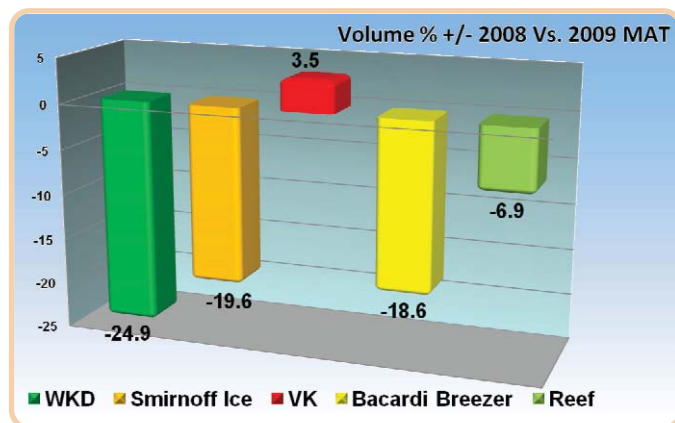


## DELIVERING STRONG GROWTH

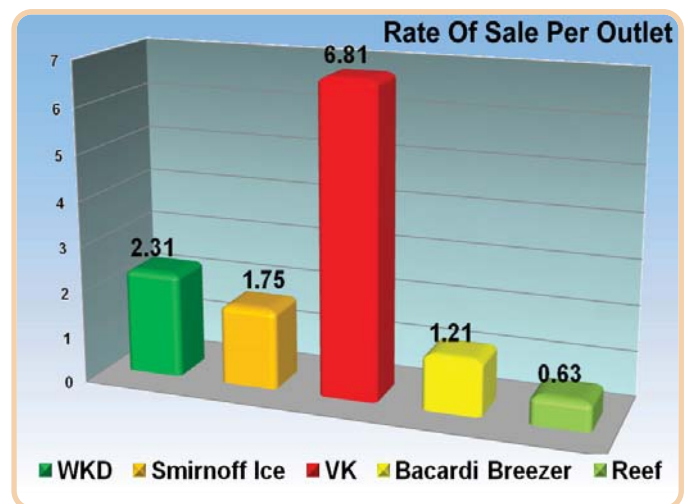
Despite pub closures up and down the country, VK is the only 'top five' brand within the sector which is showing strong growth, despite the tough trading conditions.

Unlike rival products WKD, Smirnoff Ice, Bacardi Breezer and Reef, VK is the only brand

to have shown positive volume growth, an increase in distribution and continued Rate Of Sale growth during the past year – clearly underlining VK's dominance in the sector.



Volume growth % +/- 2008 vs. 2009



Rate of sale per outlet

## A FRUITY ALTERNATIVE

Fruit flavours are at the centre of innovation and nobody knows that better than VK.

With fruit flavoured RTDs accounting for 17.6 per cent of all RTD sales, the VK fruit selection is growing at a rate of eight per cent year on year – continually adding value to the sector.

Having four of the top six fruit flavoured RTDs, VK knows what consumers want... and it's something new and exciting!

Recognising traditional flavours, such as Smirnoff Ice and WKD Iron Brew are falling away, VK has a clear track record of introducing new fruit flavours.



### Top six fruit flavours

1. VK Apple
2. Bacardi Breezer Orange
3. VK Orange
4. Reef Orange & Passionfruit
5. VK Cherry
6. VK Tropical



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## AN ADDED KICK

Helping consumers find that boost of energy when they need it most – energy drinks have rapidly become the beverage of choice.

The energy drink market has risen to huge success in recent years.

In fact, the market has seen such strong growth, that by the end of 2010 it is expected to be worth more than £800m.

Whilst the rest of the soft drinks sector continues to decline, the rise of energy drinks show no sign of slowing down.

But with an estimated 400m litres every year being consumed, the on-trade is constantly

looking for a product that appeals, has clear benefits, offers value and delivers innovation.



With one million cans sold every month, Kick Energy has helped energise the sector and is set to become the UK's second largest energy drink in the on-trade.

## THE KICK ENERGY RANGE

Non alcoholic | 250ml can & 200ml bottle

Kick Energy is designed to give you a boost of energy when you need it most! an aftertaste and is ideal served straight from the can or as a mixer.

With revitalising properties, Kick Energy has a light and refreshing taste, without leaving Kick Energy is a non-alcoholic energy drink containing caffeine and taurine.



## STAYING IN THE GAME

Kick Energy has become so successful because it appeals to its audience - the 16 to 34 year olds.

With its distinctive design and 250ml can size, Kick is easily identified as an energy drink.

Priced between *Coke* and *Red Bull*, Kick Energy slots nicely into the market and offers consumers that added benefit and value that

will help them trade up from 'regular' soft drinks.

With an innovative design and competitive pricing, Kick Energy is here to stay. Something that is underlined by its 'Stay in the Game' message, which communicates its 'energy' and mental stimulation proposition, so consumers are clear on why they are drinking Kick.