

KING ROBERT II

King Robert II Range of Spirits

- Our best selling range of spirits with sales in excess of 500,000 cases per year
- Sold in over 40 markets worldwide
 - Brand leader in 5
 - In many Duty Free outlets
- Its competitive pricing, allied to its good quality, has led to a high level of repeat purchase
- KING ROBERT has consistently grown by over 20% per annum for the last few years
- A&P support is available in the form of Point of Sale materials such as glasses, pens, bottle openers, bar towels, posters etc. TV advertisements available
- A wide range of sizes: 20cl., 35cl., 70cl.*, 75cl.* and 1.0 litre*

KING ROBERT SCOTCH WHISKY is a consistent and complex blend of "first class" grain and malt whiskies

The malts used are only selected when mature and are usually older than the malts used in competitors' standard brands. King Robert Scotch thus tends to be much more smooth and mellow

- Winner of a Gold Medal in the 2007 IWSC category of Best Blended Scotch Whisky - No Age Stated. King Robert II saw off stiff competition from other well-known brands including Johnnie Walker Red Label, Famous Grouse Finest Scotch Whisky and J&B Rare, all of which received silver medals.

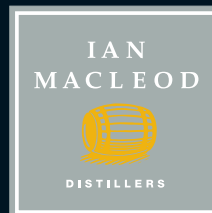
KING ROBERT GIN is a traditionally produced double-distilled, London Dry Gin. It is made in England the same way as the leading brands of premium gin. Its harmonious taste comes from a wide selection of natural botanicals including –

- Juniper Berries
- Orange and Lemon peel
- Cardamom Seed
- Grains of Paradise

KING ROBERT VODKA is a charcoal filtered double-distilled pure grain vodka distilled in Scotland.

There are also two RUMS: White and Dark, both distilled in the West Indies. Ideal as cocktail ingredients

*Gift cartons and NR's available



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