

# **Growing Angostura Rum**

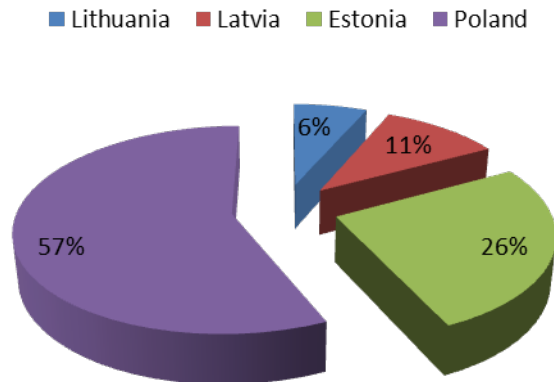
**sharing best practices to improve the impact of  
our marketing**



**Distributor Conference 2012 – Trinidad & Tobago**

# Rum market in Baltics region, IWSR

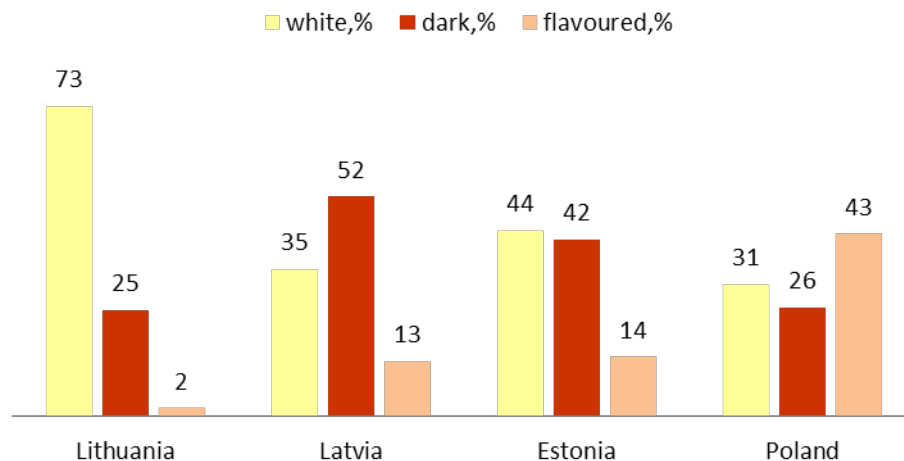
## Rum market in Baltics, ltr



	Ltr	Population
Lithuania	123.750	3.240.000
Latvia	199.800	2.210.000
Estonia	492.750	1.300.000
Poland	1.071.000	38.100.000
<b>Total</b>	<b>1.887.300</b>	<b>44.850.000</b>

0,04 ltr per capita

## Rum market by country & category, %



# Rum market TOP 5 in Baltics, IWSR

## LITHUANIA (volume +20,1%; TOP 5 brands form 82%)

<b>Bacardi</b> 48,0% 16,22 EUR	<b>Havana</b> 22,0% 15,93 EUR	<b>STROH</b> 5,5% 17,37 EUR 0,5l	<b>Captain Morgan</b> 4,4% 16,51 EUR	<b>Angostura</b> 1,8% 15,93 EUR
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## LATVIA (volume +8,3%; TOP 5 brands form 87%)

<b>Bacardi</b> 44.8% 18,58 EUR	<b>Captain Morgan</b> 21.4% 18,09 EUR	<b>Havana</b> 10.3% 16,09 EUR	<b>Ron Bacero</b> 6.8% 14,86 EUR 1LTR	<b>Old Captain</b> 3,4% 11,28 EUR
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## ESTONIA (volume+ 4,3%; ; TOP 5 brands form 75%)

<b>Caribba</b> 40,50% 16.59 EUR 1LTR	<b>Bacardi</b> 20,8% 19.89EUR	<b>Captain Morgan</b> 17.4% 17.40EUR	<b>Havana</b> 8.9% 22.30EUR	<b>STROH</b> 5.4% 20.39EUR
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## POLAND (volume -5,4%; TOP 5 brands form 67%)

<b>V&amp;S Golden Rum</b> 27,7% 5,85 EUR	<b>Bacardi</b> 25,5% 16,80 EUR	<b>Havana</b> 5,8% 16,36 EUR	<b>Seniorita Gold</b> 5% 5,86 EUR	<b>Captain Morgan</b> 2,7% 14,50 EUR
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## The Challenge...

“To create opportunity to taste Angostura and to make it trendy rum through HoReCa”

# GOALS

- Attract target audience – current/available rum consumers, HoReCa professionals.
- Brand education; exploit distinctiveness & authenticity of Angostura.
- Position brand as professional one by implementing events for professionals.
- Increase brand awareness among target audience.
- Increase brand desirability for target audience.
- To build word of mouth among consumers/opinion leaders.



## ACTIVITY {Annual bartenders summer training 2011}

Bartenders summer trainings in main cities Vilnius, Kaunas, and seaside area. No of bartenders participated total ~ 100.

**Amount of HRC customers in Y2011 increased from 242 up to 382 (58%) vs Y2010!**





# ACTIVITY {Angostura cocktail challenge Lithuania 2011 }

Bartenders competition using Tradition methode. 11 bartenders competed in 2 cocktail categories-Rum and Free style. Total spectators – bartenders and bar owners ~ 40.





# ACTIVITY {EU Final of Angostura Aromatic Bitters global cocktail challenge, Lithuania 2011}

Participated 10 bartenders from different countries. The winner – Spain representative – was awarded with ticket to Global challenge in Trinidad and Tobago. No of spectators ~ 120 targeted audience persons : bartenders, bar owners and managers, KA representatives.





# ACTIVITY { John George visit in Latvia }

Angostura rum range tastings with Angostura ambassador John George. Target audience – HoReCa people and boutique owners, in total ~45 persons.



PĀRMĒRĪGAI ALKOHOLA LIETOŠANAI  
IR NEGATĪVA IETEKME



# MEASUREMENT AND EVALUATION

- **Measurement:** general goal of these events is to strengthen Angostura positions in Horeca – to increase awareness, to attract bar owners, to educate bartenders, to get new listings & pouring deals.
- **Evaluation:** after events our Horeca team feels great feedback from bartenders society – they are more welcome for Angostura, express interest in brand, are more ready to work with brand. Amount of HoReCa customers in Year 2011 increased from 242 up to 382.

## **Positive, inspiring trend in Baltics:**

Sales growth from 458 8.4l cs to 1139 8.4l cs in Yea 2011!

Got listings in main KA!