

Growing Angostura Rum

UK – Burn Stewart Distillers

Alison J Gibb



Distributor Conference 2012 – Trinidad & Tobago

Activity Goals & Outline – Secondary City Focus

GROWTH DRIVER	Secondary City Focus - Route to Market
STRATEGY	Building distribution in a Secondary City (Glasgow) On Trade through dedicated sales/ambassadorial resource.
OBJECTIVE	Build longer term relationships with focus customers in the trade. Drive listings and rate of sale. Encourage loyalty and retention within accounts – deepen commitment Create brand ambassadors
CUSTOMER NEED	Relevance to end consumer Offer a point of difference to end consumer Support from brand to drive rate of sale and therefore profit.
ACTIVITY DESCRIPTION	Work with each targeted account to tailor support to the needs of the account. For example: Education & Training Cocktail Listings Recipe development/suggested serve Pouring Deals Account specific events sponsorship Dual branded items – staff uniforms Premium and outlet specific POS Bartender incentives Attractive trade deals
BUDGET	Support Budget £20,000

Example Execution

- Key account support focussed in Glasgow through:
 - Branded Staff Uniforms
 - Branded Cocktail Menus
 - Outlet Branding
 - Pavement Separators
 - Rum Cocktail Slushy Machines
 - Unique POS



Foos ball Table – Tiki Bar

Slushy Machine for Brass Monkey



Bar Soba – Branded Menus & Cocktail Masterclasses



Example Execution

Malmaison Cocktail Menu

angostura rum

we are all aware of Angostura Bitters, the seemingly magical ingredient used by bartenders across the world to transform various drinks, enhance their aroma and flavour. Angostura, based in Trinidad, have also been making award-winning Rum for a very long time too.....



angostura reserve (Gold in White Rums 2011)
aged white rum with plenty of warm and smooth vanilla.

angostura 5yo (Gold in Gold Rums 2011)
golden rum displaying chocolate, spice and toasty oak.

angostura 7yo (Master in Gold Rums 2011)
complex, with an array of flavors including maple, chocolate, honey and toffee. a classic, rich 7yr old rum.

angostura 1919 (Gold in Premium Rums 2011)
it is aged in charred oak barrels, enriching the flavour dramatically. Signature angostura.

angostura 1824 (Master in Premium Rums 2011)
very limited rum hand picked mature blends and hand-crafted to perfect maturity.

angostura rum cocktails

lady ginger £6.00
angostura reserve. strawberries and ginger – very refreshing!

butterfly libre £6.00
angostura 5 yo. twist on the classic cuba libre.

rum & raisin £7.00
angostura 7 yo. creamy and boozy!

treacle £8.00
angostura 1919. premium rum twist on an old fashioned with a top of cloudy apple juice to taste.

his master's choice £8.00
angostura 1824. with cointreau and liquor 43. try this along side an espresso!

zombie £9.00
a classic rum based cocktail using all of the above rums... one per customer - you'll understand once you've tasted it.

Ubiquitous Chip Cocktail Night

COCKTAIL DEMONSTRATION & TASTING



IN ASSOCIATION WITH ANGOSTURA – THE WORLD'S MOST AWARDED RUM

Mix things up with our cocktail guru Rich in the Corner Bar on Thursday 15th September

He'll be shaking, muddling and blending a selection of our favourites and a few new flavours too!

Come along at 7.30pm to take advantage of this complimentary event

Ubiquitous Chip | 12 Ashton Lane | 0141 334 5007 | www.ubiquitouschip.co.uk



Stravaigin Café Barriers



Example Execution

Tiki Bar & Kitsch Inn Cocktail Menu

Caucasian £6.00
A kitsch twist on the Big Lebowski favourite. Combining Stolichnaya Vodka, Cafe Patron XO, honey, vanilla, cream and milk.

Oregon Julep £6.00
A Kentucky style Mint Julep with an Oregon turn. Maker's Mark Bourbon, mint, lemon and blackberry syrup.

Kentucky Red Cola £5.50
A Kitsch Inn original. Red Stag Black Cherry Bourbon, lemon, blackberry syrup and Coca-Cola served up in a retro ice cold bottle.

Baby-Bramble £5.50
A modern interpretation of a classic. Combining Plymouth Gin, Crème de Cassis, lemon and vanilla with a BabyCham float.

Tinkerbell's Tippie £7.00
An original soft palate aperitif. Using Plymouth Gin, Nolly Pral, St Germaine, apricot brandy, bitters, Apple juice and lime.

The Kitsch French Martini £7.00
A kitsch twist on the female favourite. Combining Stolichnaya Vodka, Chambord, fresh pineapple juice and candy floss.

Tropical Fruit Smash £6.00
Exactly what it says on the tin. Tropical fruit muddled together with Stolichnaya Vodka and Passion.

Coconut and Passion Fruit Daiquiri £5.50
A tropical adaptation of an Ernest Hemingway favourite. Teaming Angostura Rum, lime, passion fruit and coconut milk.

Bloody Mary £6.50
We keep ours simple and true to the original spiced recipe. Stolichnaya Vodka, tomato juice, Worcester Sauce, salt, pepper, cayenne pepper and lemon.

Don Draper £7.00
A gentleman's drink with style. Fixing Maker's Mark Bourbon, Angostura 1824 Rum, Martini Rosso and Pimm's Dram. Served over a block of hand cut ice.

Singapore Sling £7.00
As close as you're going to get to the Tong Room original. Plymouth Gin, cherry brandy, Benedictine, pineapple, lime, grenadine and Angostura bitters.

These fine mixed drinks are not exhaustive. If we stock it we'll make it...

Cocktail List



THE TIKI BAR & KITSCH INN
214 Bath Street Glasgow G2 4HW

www.tikibarglasgow.com

 Tiki Bar & Kitsch Inn


ANGOSTURA
TRINIDAD & TOBAGO
CARIBBEAN RUM

The Kitsch Inn

Bartender Incentive



ANGOSTURA
TRINIDAD & TOBAGO
CARIBBEAN RUM

October Promotion

Exclusive to Grand Central Hotel
Team Member that sells the most
Angostura Rum

Wins

Two Tickets to
Red Hot Chilli Peppers
Concert, 12th November



See James Anderson for rules and Details.

Example Execution

Sales Support

WORLD'S MOST AWARDED



THE WORLD'S MOST AWARDED RUM RANGE

Angostura's International Rum portfolio has won the accolade of 'The World's Most Awarded Rum Range' as voted by the Rum Masters. We have won the most Rum Masters medals to date - an incredible 11 in total - more than any other rum brand. This success builds on the many other awards for excellence that Angostura rums have won.

San Francisco World Spirits Competition 2011

Angostura 1919 – Double Gold
Angostura 5 Years – Double Gold
Angostura 1824 – Silver
Angostura 7 Years – Silver
Angostura Reserva – Bronze

Rum Masters Spirits Business 2011

Angostura 1824 – Master
Angostura 7 Year Old – Master
Angostura 1919 – Gold
Angostura 5 Year Old – Gold
Angostura Reserva – Gold

The Spirits Business Rum Masters 2010

Angostura 1824 – Gold Medal
Angostura 5 Year Old – Gold Medal
Angostura Reserva – Gold Medal
Angostura 7 Year Old – Silver

San Francisco World Spirits Competition 2010

Angostura 7 Year Old – Double Gold Medal
Angostura Reserva – Silver Medal

The Spirits Business Rum Masters 2009

Angostura 7 Year Old – Gold Medal

San Francisco World Spirits Competition 2009

Angostura 1824 Best Rum – Double Gold Medal
Angostura 5 Year Old – Double Gold Medal
Angostura 1919 – Gold Medal

IWSC 2010

Angostura 5 Year Old – Gold (Best in Class)
Angostura 7 Year Old – Silver
Angostura 1824 – Bronze
Angostura 1919 – Bronze
Angostura Reserva – Bronze

ISC 2010

Angostura Reserva – Silver
Angostura 5 Year Old – Silver
Angostura 1919 – Bronze
Angostura 1824 – Bronze
Angostura 7 Year Old – Bronze

International Spirits Challenge 2009

Angostura 7 Year Old – Gold Medal
Angostura 5 Year Old – Silver Medal
Angostura Reserva – Silver Medal

International Wine & Spirits Competition 2009

Angostura 1824 – Gold Medal (Best in Class)
Angostura 7 Year Old – Silver Medal (Best in Class)
Angostura 5 Year Old – Silver Medal (Best in Class)
Angostura Reserva – Silver Medal



The world's most awarded rum range

ESTD 1824



Welcome to the world of *Angostura Rums*

You've heard of Angostura® aromatic bitters, however, to those who know, Angostura is just as famous for its unique rum.

The House of Angostura has been in the business of making fine spirits since 1824. That's almost 200 years experience of fermenting, distilling, aging, and blending, which come together to deliver truly smooth rum, quite different from any other rum produced in the Caribbean.

Welcome to Trinidad and Tobago, the home of Angostura. Its assets are like a map of the great times - the Caribbean light, the fiery spirit of its cultural heritage, the uniqueness of the local dialects you hear on every street corner. But more than anything, Trinidad and Tobago means CARIBBEAN! Good times and a great party is what the islanders do best. It's against this backdrop that Angostura Rums are produced, full of all the authentic flavors and aromas of the islands.

Sometimes layered and complex, at other times smooth and easy like a hot Caribbean summer. That's why we like it.

Happy Angostura Rums and you'll be sure to feel a little bit of the Carnival spirit tickling the back of your throat.

Suggested Serves

TRINIDAD LIBRE

Ingredients
10 ml Angostura Reserva
Dash of vanilla syrup
Dash Cacha
1 lime wedge
Garnishes: Maraschino
Method
Build in a rocks glass over ice cubes.
Garnish
Sprinkle a wedge of lime into the drink & push the other on the glass rim.



CREOLE COLADA

Ingredients
10 ml Angostura 5 Year Old
20 ml Fresh lime juice
10 ml Cacha
Garnishes: Citrus
10 ml Pineapple juice
Garnishes: Guava/Marsh
Method
Combine all the ingredients in a shaker with ice and strain into a chilled Martini glass.
Garnish
Lime wedge or pineapple triangle.



WHITE CARIBBEAN

Ingredients
20 ml Angostura 5 Year Old
15 ml Cacha
15 ml Chocolate liqueur (white or brown)
20 ml Double cream (heavy)
Method
Use the Angostura liqueur from the recipe in a mixing glass and add the cream to a Martini glass then add a few drops of cream.
Garnishes: Maraschino
Garnish
Chut with chocolate powder (use a spoon to create your own design).



APPLE & GINGER MOJITO

Ingredients
10 ml Angostura 5 Year Old
10 ml Fresh lime juice
15 ml Apple juice
15 ml Sugar syrup
20 ml Apple juice
100 ml with ginger beer
Garnishes: Lime
Method
Place all the ingredients (apart from the ginger beer and apple juice) in a tall glass. Press the apple juice to extract the flavor. Add the apple juice and sugar syrup. Gently stir the drink and top up with ginger beer.
Garnish
Shake lime wedge and apple slice.



TOBAGO TEA TIME

Ingredients
10 ml Angostura Reserva
10 ml Cacha
10 ml Havana liqueur
20 ml or 40 ml of Angostura® orange liqueur
Garnishes: Bitters
Method
Cool the glass with orange liqueur then we top the glass and add the bitters. Add the Havana liqueur and the glass with mixed ice. Stir gently. Finally, serve with a twist on the side.
Garnish
Orange peel/honey drizzle.





Evaluation

- 36 Pouring contracts in achieved in Glasgow's West End & Merchant city
- 70+ distribution points gained.
- Route to market in the focus area is predominantly through 2 wholesalers, Wm Morton and Wallaces of Ayr.

Wm Morton's

	8.4ltr 2011	8.4ltr 2010	% Var
Angostura 1824	4	1	300%
Angostura 1919	32.5	24.5	33%
Angostura Gran Anejo Dark Rum 7 Yo	18.5	7	164%
Angostura Anejo Gold Rum	48.5	11	341%
Angostura Reserva White Rum	24.5	6.5	277%
Total Rum	128	50	156%

Angostura Aromatic Bitters	46.28	48.57	-5%
Angostura Orange Bitters	1.58	1.57	1%
Total Bitters	47.86	50.14	-5%

TOTAL	175.86	100.14	76%
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Wallaces Of Ayr Limited

	8.4ltr 2011	8.4ltr 2010	% Var
Angostura 1824	2	0	
Angostura 1919	4.5	0	
Angostura Gran Anejo Dark Rum 7 Yo	3.5	0.5	600%
Angostura Anejo Gold Rum	7	0.5	1300%
Angostura Reserva White Rum	1	0.5	100%
Total Rum	18	1.5	1100%

Angostura Aromatic Bitters	57.43	46.29	24%
Angostura Orange Bitters	0.86	0.72	19%
Total Bitters	58.29	47.01	24%

TOTAL	76.29	48.5	57%
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- Plan for 2012 to expand to Edinburgh and Aberdeen whilst maintaining and growing Glasgow account base.

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