



## Best Practice Angostura Rums

### Tasting operations

Angostura is relatively unknown for french consumer compared to Rhums agricoles. Angostura can be an alternative to the Rhums agricoles if consumers taste it and appreciate its sweeter flavors

#### Goals :

- Evangelism with all consumers
- Create the desire
- Develop the closeness of the brand



Taste & Love !

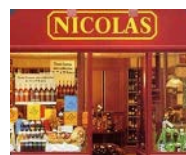


# Best Practice

## Tasting operations

Activities :

- **Cavist Training** with Brand Ambassador = 1
- Presence in **Rhum fairs** « Cocktails spirits » = 2
- **Cook and Rhum** concept = 3
- Tasting **events** = 4
- **Tasting in shop** with Sale rep & BA = 5
- **Flavour Wheel** = 6
- **Nosing tools** (tubes) = 7
- Trade marketing operations :
  - Special offer for Intercaves : **Co branding** with Bruicladdich = 1 Laddie Classic = 1 tube 1919 given + 1 reduction voucher on 1919
  - 4 tubes in box for Nicolas with a reduction voucher on a bottle purchased



## Best Practice

### Gift Box – Premiums executions

Developement of premiums executions focused on the end of the year (40% of the volumes)

Goals :

- Be active on promotion with valorisation and make clients consume more expensive
- Build the premium image of Angostura
- Visibility in key accounts catalogue



High value perception



# Best Practice

## Gift Box – Premiums executions

### Activities :

- Gift box with 2 glasses
- Gift box « papillon »
- Tubes in box + voucher

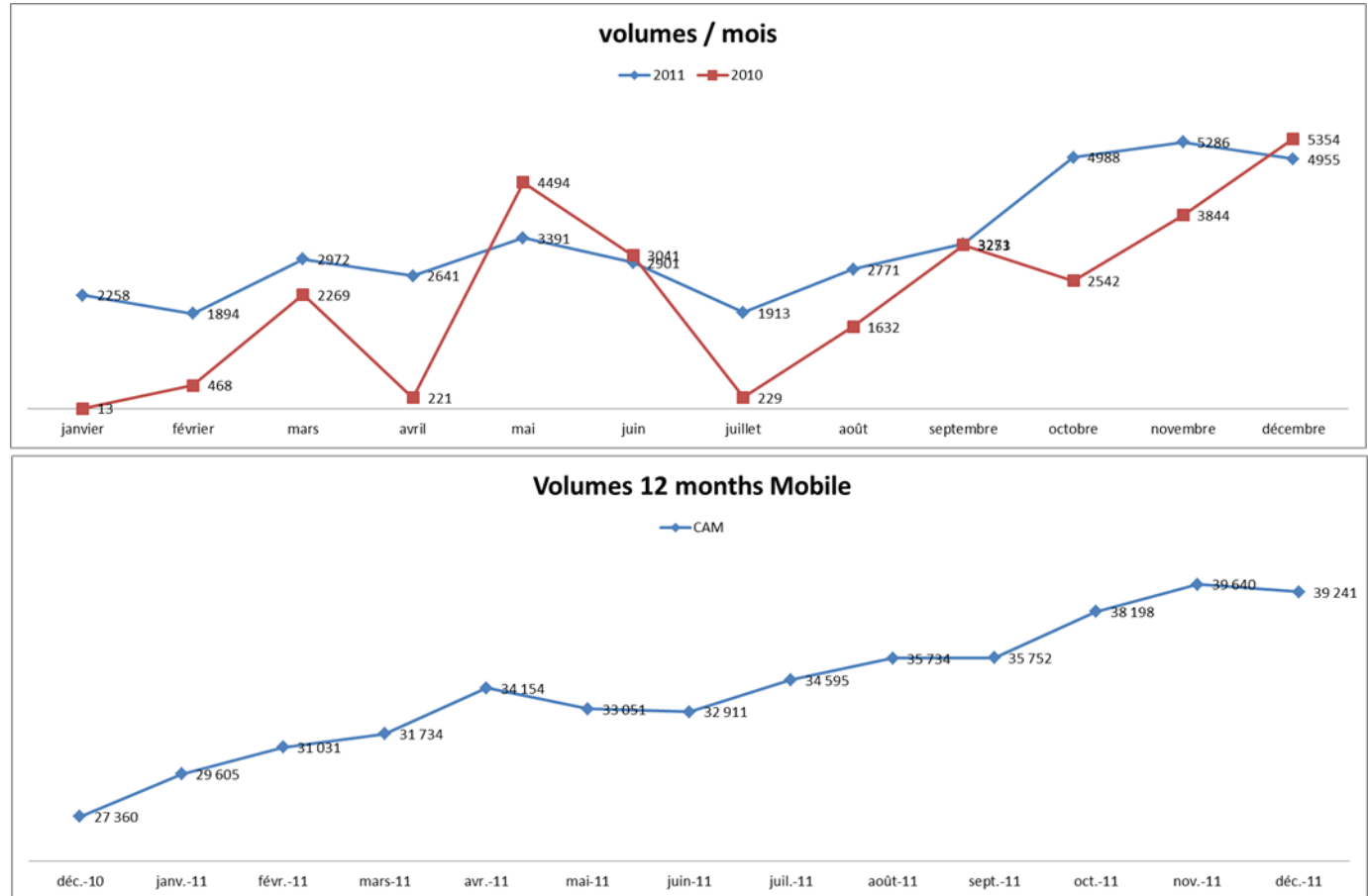




# Best Practice

Depletions 1919 2011: **+43%** Vs 2010

Evaluation :



# Business Development Opportunities

## Project Opportunity:-

### What, How and Business / Brand Benefit:-

Recruit Consumers and enlarge the consumption potential with a new format

- Innovation
  - **New 20 cl** Angostura 7 years
  - Furniture developpement for Modern Trade
- Display developpements / Trade marketing
  - Kit On trade with a specific **Display for bars**

Project :

