

Growing Angostura Rum

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



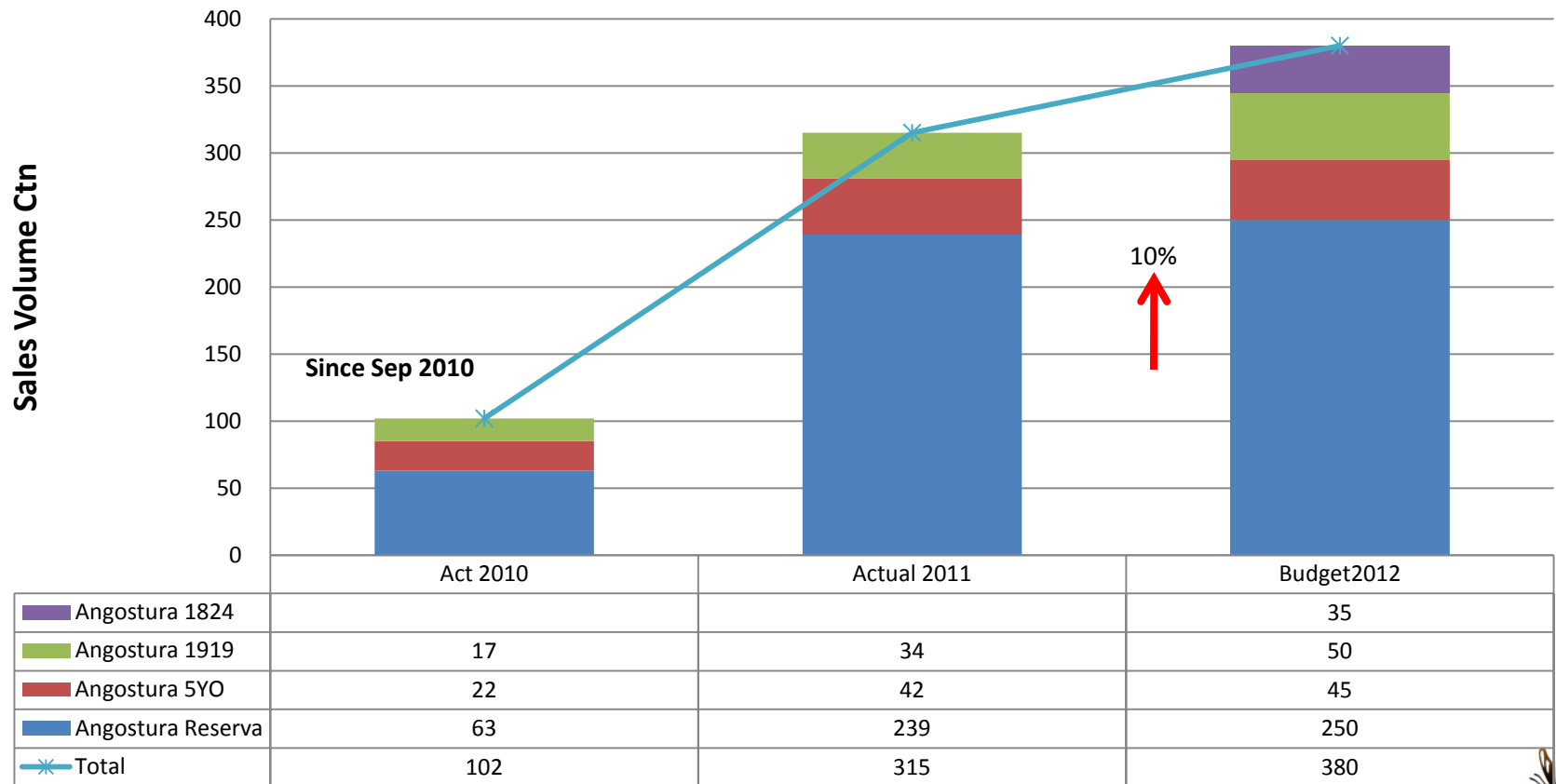
Distributor Conference 2012 – Trinidad & Tobago

Content

- Summary of Taiwan Rum Market
- Sales Development of Angostura in Taiwan
- Key Activity we plan to do in 2012

Angostura Sales Volume in Taiwan

Angostura Sales Volume Trend



Market Overview

Summary of Taiwan Rum Market

- **Consumption by Category**
 - 2010 consumption of Rum was 13,250 c/s, -10.2% vs. 2009.
 - This category was dominated by White Rum (95%) while Dark / Gold Rum only had 5% of share.
 - Amongst White Rum segment, majority of volume came from cheap Philippine Rum.
- **Consumption by Channel**
 - On premise would be the most of volume driver with estimation about 90%
- **Rum Usage**
 - Most rum are used as cocktail base
 - Aged rum is still new to Taiwan, even though Diageo introduce the brand Zacapa in 2011, it is very rare for consumer to open by bottle
 - In MOT outlets, Whisky is still the top 1 category consumed
 - Most popular MOT outlets are normally contracted by major competitors such as Diageo, LVMH ... etc

Key Activity We Want to Do in 2012



Angostura Seeding Program

- Objective:
 - Increase brand awareness among bartender community
 - Build up a reputation amongst the future bar tenders and bar managers
- Strategy
 - Position Angostura as the best quality rum for professional bartenders and build distribution in the MOT by gaining the support and trust of the bar tender community
- Focus Products
 - Angostura Rum Range
 - Angostura Bitters

Angostura Educational Program

- Mechanism

- Working with 3 F&B schools / associations to develop Angostura sponsorship program
- Use Both RUM & Bitters to create Halo effect
- Enhance Brand Education by
 - T&T Intro
 - Brand Education Sensory Kit
 - Highlight Angostura as a “single rum”
 - Blind Tasting
- Establish Angostura Chinese Version FB

- Timing

- Full Year

- Measure of Success

- Number of Trial

- Budget

–£0.8K

*Require Angostura to share more detailed content of the current facebook in order to make the FB content more fulfill



Angostura Cocktail Challenge in Taiwan

Objective:

- Reinforce brand recognition and preference among bartenders
- Develop Angostura brand preference to future bartenders



Angostura Cocktail Challenge Taiwan

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Strategies:

- Position Angostura as the best quality rum for professional bartenders and build distribution in the MOT by gaining the support and trust of the bartender community

Mechanics:

- Invite well know judge in the cocktail industry, e.g. Angostura Cocktail Challenge winner
- Cooperate with nonprofit and cocktail -related organization, to grain credibility and extended reach to students organizations.
- Provide seminar / website for participant to learn more competition

Target

- Professional
- Armature

Estimate Cost : NT\$600,000 £12k

** Remark: (Judge travelling and accommodation are not included)*

