



# Student Pack

# Company Values

*We pride ourselves in understanding our consumers 360 degrees and communicate with them in their language.*

*We strive to develop long term partnerships with our suppliers and customers which bring value to each company.*

*Quality – when it comes to quality, we do not compromise!*

*Commitment – we are committed to people, brands and innovation*

*Consumer Insight – we pride ourselves in understanding our consumers 360° and communicate with them in their language*

*Adding Value – we strive to add value to our consumer and customer's days*

*Teamwork – we are a highly motivated, hungry team who share knowledge to help achieve the best results*

*Difference – be different in how we think and act...this gives us a competitive advantage.*



# Introduction

- Beverage Brands is part of the SHS Group of companies (you can visit [www.shs-group.co.uk](http://www.shs-group.co.uk) or [www.beverage-brands.co.uk](http://www.beverage-brands.co.uk) for information).
- Beverage Brands is the Number 1 manufacturer of Ready to Drink (RTD) beverages in the UK.

Nielsen Total RTD Trade – Nielsen On trade audit: MAT to May 2009 and Nielsen Scantrack MAT to 13.06.09

- We demonstrate our commitment to the market place by producing quality products, innovative packaging and exciting advertising & promotional activity.
- Beverage Brands is supported by its own Marketing, Financial, NPD, International and Production Controlling departments.
- Our drinks are produced and bottled at a purpose built production plant in Cumnock in Ayrshire, Scotland.
  - We also have 3rd party production facilities in the UK.
  - By maintaining our own production facilities, we exercise rigorous quality control at all times, whilst giving the company flexibility in production terms.



# Company History

<b>1985</b>	Joe Woods sets up Channel Island Cream Liqueurs and develops 'Tipples-Little Pots of Luxury' mini coffee enhancers. The company was later acquired by a leading whisky distiller.
<b>1992</b>	Beverage Brands (UK) Ltd established with Joe Woods as Managing Director.
<b>May '93</b>	Launch of Caledonian Clear : a range of four sparkling flavoured spring waters: Orchard Apple, Wild Blackberry, Spring Raspberry and Summer Peach. Removed from portfolio in 2003.
<b>Dec '95</b>	Beverage Brands launches Woody's into the alcoholic carbonates market.
<b>Aug '96</b>	WKD Original Vodka Iron Brew is launched nationwide.
<b>Sept '97</b>	Beverage Brands work closely with The Portman Group to promote sensible drinking. This relationship prompted a new look for Woody's, and the iconic frog was removed from the pack.
<b>May '98</b>	The Beverage Brands portfolio extended with the 'Woody's World of Cocktails' range with four variants (Blue Lagoon, Sea Breeze, Bellini & Pineapple Daiquiri). Removed from portfolio in 2002.
<b>Feb '99</b>	'Two Dogs' Lemon launched at IFE and positioned as 'the male alternative within the Alcoholic Carbonates category discontinued in 2000.



# Company History

<b>March '99</b>	Launch of VR (Vodka Reaction): a mix of vodka, caffeine, taurine and glucose. Removed from portfolio in 2002.
<b>May 2000</b>	Woody's Ice added to Woody's range, available in 275ml bottles, with Orange, Cranberry, Blueberry and Grapefruit flavours. Removed in 2003.
<b>2000</b>	'Have you got a WKD Side' campaign is launched on poster sites.
<b>2001</b>	WKD Original Vodka Blue was launched. WKD TV ads run for the first time.
<b>Sept '01</b>	Joes Club Cocktails a range of 14% ABV premixed cocktails was launched. Removed in 2004.
<b>July '01</b>	The 'Woody's' brand was re-launched as 'Woody's Vodka Refresher'. It was finally removed from the UK market in 2003 and re-introduced in 2008. Woody's Pink Grapefruit is still number 2 RTD SKU in Ontario, Canada. <i>source: Refreshment Drinks report (Association of Canadian Distillers)</i>
<b>Oct '02</b>	WKD 330ml bottle size reduced to 275ml. Beverage Brands launches 'WKD Original Vodka Silver'. Although taste profile was positive, rate of sale was not as expected. It was removed in 2005.
<b>Oct '03</b>	WKD moves from 5.5% to 5% ABV.
<b>Aug '03</b>	Following market research Kitsch is launched. A 7.5% lightly sparkling perry with a distinctive leopard skin print bottle. Removed in 2004 due to lack of consumer understanding of perry.

# Company History

<b>Aug '04</b>	WKD Original Vodka Red is tested in the Balearic Islands for 8 weeks.
<b>Jan '05</b>	WKD Red is tested in Northern Ireland.
<b>Sept '05</b>	WKD Red is launched throughout the rest of Great Britain.
<b>Sept '06</b>	Caledonian Cooler is launched in 2 flavours, Orchard Apple and Arctic Strawberry in 275ml and 70cl bottles. ABV at 4% with 87 calories per 275ml bottle. Later removed in 2008.
<b>Feb '07</b>	Beverage Brands team integrate departments with Merrydown and Shloer (now sister companies to BB following their purchase by SHS Group in May 2005).
<b>Sept 08'</b>	Woody's in re-launched in GB in two flavours. Mexican Lime and Pink Grapefruit
<b>March '09</b>	WKD ABV is reduced to 4.5% from 5%, in line with the category.
<b>May '09</b>	WKD Core, an apple cider with ABV of 4.5%, extends the brand into the growing premium packaged cider category

# Our current Brands

## GB & International Sales

28 July 2009



# GB Brands

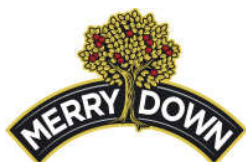


- Flavours : WKD Iron Brew, Blue & Red
- ABV 4.5%
- Available in 275ml, 700ml bottles and Multipacks
- Number 1 RTD in GB Total Trade\*

Nielsen Total RTD Trade – Nielsen On trade audit:  
MAT to May 2009 and Nielsen Scantrack MAT to 13.06.09



- Medium sweet apple cider
- ABV 4.5%
- Available in 500ml glass bottles
- Launched in 2009



- 7.5% ABV Medium Dry and Dry cider
- 1 litre glass bottles
- Made from dessert & culinary apples.
- No artificial sweeteners, colours or flavours



- A lightly sparkling non-alcoholic grape-based juice drink with a juice content of between 26% and 52%
- Contains no preservatives, artificial sweeteners, colours or flavours, sold in 750ml glass bottles
- Shloer is the number 1 Adult Soft Drink Brand in the GB Off Trade with a volume share of 28%  
*(Nielsen Scantrack: Total GB Take Home Defined Adult Soft Drinks Category MAT Volume Units to 16.05.09)*
- Available flavours: White Grape, Red Grape, Mango & Passion Fruit, white grape and Elderflower, White grape raspberry & cranberry and apple.



- Well balanced flavour range
- Satisfies the 'fruity/ female' side of the RTD category
- Continuing range extensions & development
- Available in flavours Pink Grapefruit and Mexican Lime
- 4% ABV available in 275ml 4 pack and 70cl.



*Liquid Inspiration*

# International Brands



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- Available in 275ml, 700ml bottles and Multipacks



- Medium sweet apple cider
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- Available in 500ml glass bottles
- Launched in 2009



- 7.5% ABV Medium Dry and Dry cider
- 1 litre glass bottles
- Made from dessert & culinary apples.
- No artificial sweeteners, colours or flavours



- A lightly sparkling non-alcoholic grape-based juice drink with a juice content of between 26% and 52%. Contains no preservatives, artificial sweeteners, colours or flavours
- Available in 750ml glass bottles
- Exported flavours: White Grape, Red Grape, Mango & Passion Fruit.



- Woody's 99 was launched in Canada in 2009
- Available in flavours Woody's 99 Orange, Blueberry and Raspberry
- 4.7% ABV – sold in 330ml 4-packs –99 calories per bottle



- Woody's Frozen Cocktails were introduced to Canada in 2008
- Now available in flavours Piña Colada, Sea Breeze and Strawberry Daiquiri
- 7% ABV – sold in 330ml pouches
- Nothing to add – just freeze and squeeze



- Pomegranate variant introduced to Canada in 2006, and Blueberry in 2007.
- Quadruple Distilled Vodka Cooler
- Two flavours available at 5.0% ABV: Pomtini and Pomtini Blueberry
- Deep red in colour, flavoursome aromas of grape and pomegranate
- Very refreshing drinks combining premium vodka with fruit juices
- Perfect for nights out, parties and informal get-togethers



- Introduced to Canada in 2009
- Quadruple Distilled Vodka Cooler
- Very refreshing, combining premium vodka with fruit juices
- Perfect for nights out, parties and informal get-togethers
- 5% ABV, sold in 330ml 4-packs



- Well balanced flavour range
- Satisfies the 'fruity/ female' side of the RTD category
- Continuing range extensions & development
- Available in Pink Grapefruit and Mexican Lime
- 5.3% ABV, sold in 330ml 4-packs



Liquid Inspiration

# Our brands are exported to the following countries:



Cyprus  
Malaysia  
Thailand

Germany  
Malta

Jersey  
Netherlands



Australia  
Bermuda  
Canada  
Denmark  
Greece  
Italy  
Latvia  
Netherlands  
North Cyprus  
Portugal  
Spain

Bahrain  
Bosnia  
Cyprus  
Germany  
Guernsey  
Jersey  
Malta  
New Zealand  
Norway  
Singapore  
Thailand

Belgium  
Bulgaria  
Czech Rep.  
Gibraltar  
Iceland  
Jordan  
Mauritius  
Nigeria  
Poland  
Slovenia  
U.A.E.



Bahamas  
Malaysia

Ghana

Japan



*Liquid Inspiration*



Bermuda  
Ireland

Canada

Iceland

## Canada only



Liquid Inspiration

# Woody's International Case Study

- Established market
- Launched in Canada in 1999
- Beverage Brands is the No.1 importer of spirit RTDs & produces 8 of the top 10 imported RTDs of which Woody's Pink Grapefruit is No.1 and Pomtini is No.2
- Beverage Brands produce approx. 8% of total RTDs sold in Canada
- 2008 volume for Beverage Brands around 525,000 cases and growing

Imported Coolers Ontario (YTD February 2009)		Imported Coolers Canada (YTD February 2009)	
1	Woody's Pink Grapefruit	1	Woody's Pink Grapefruit
2	Pomtini Pomegranate	2	Pomtini Pomegranate
3	Woody's Mexican Lime	3	Woody's Mexican Lime
4	Woody's Ice Orange	4	Black Fly Cranberry & Blueberry
5	Woody's Ice Raspberry	5	Woody's Ice Raspberry
6	Black Fly Cranberry & Blueberry	6	Woody's Ice Orange
7	Woody's Ice Blueberry	7	Woody's Ice Blueberry
8	Pomtini Pomegranate & Blueberry	8	Pomtini Pomegranate & Blueberry
9	Black Fly Black Currant & Blueberry	9	WKD Original Vodka Blue
10	Black Fly Party Pack	10	FX Guarana & Ginseng

\*Source: Association of Canadian Distillers  
monthly report - Feb. 2009



# The Responsibilities of Marketing Alcoholic Drinks



In the light of 1997's government enquiries relating to underage drinking, Beverage Brands has been a signatory since 1997 and a full member since 2004.

The Portman Group is the industry's self-regulatory body. Beverage Brands was one of the first to revise product labels in line with the strengthened code of conduct implemented by the Portman group in September 1997.

We were also the first to implement all five elements of the government's voluntary labelling scheme in 2008.

Beverage Brands is a socially responsible manufacturer and marketing of its brands is strictly targeted at the 18+ age group. Beverage Brands are members of the Portman Group. All our point of sale items carry the Drink Aware web address.

The Portman Group was founded in 1989 to:

- Promote sensible drinking
- Help reduce alcohol misuse
- Encourage responsible marketing

The code covers:

- Naming
- Packaging
- POS
- Merchandising

**drinkaware.co.uk**

[www.portman-group.org.uk](http://www.portman-group.org.uk)  
[www.drinkaware.co.uk](http://www.drinkaware.co.uk)



# Requirements of the Code



- Avoid anti-social connotations
- Avoid allusions to illicit drugs
- Do not suggest sexual success or prowess
- Do not encourage irresponsible consumption
- Do not suggest improvement in physical/mental performance
- Avoid appealing to under 18s
  - reference to under 18s culture
  - designs or motifs
  - personalities
- Make clear that the product is alcoholic
- Avoid over emphasising strength

