



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 or 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 (Vol) – Nielsen On trade audit: MAT volume 20.03.10 and Nielsen Scantrack MAT volume to 15.05.2010

- 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

1985	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.
1992	Beverage Brands (UK) Ltd established with Joe Woods as Managing Director.
May '93	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.
Dec '95	Beverage Brands launches Woody's into the alcoholic carbonates market.
Aug '96	WKD Original Vodka Iron Brew is launched nationwide.
Sept '97	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.
May '98	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.
Feb '99	'Two Dogs' Lemon launched at IFE and positioned as 'the male alternative within the Alcoholic Carbonates category discontinued in 2000.



Company History

March '99	Launch of VR (Vodka Reaction): a mix of vodka, caffeine, taurine and glucose. Removed from portfolio in 2002.
May 2000	Woody's Ice added to Woody's range, available in 275ml bottles, with Orange, Cranberry, Blueberry and Grapefruit flavours. Removed in 2003.
2000	'Have you got a WKD Side' campaign is launched on poster sites.
2001	WKD Original Vodka Blue was launched. WKD TV ads run for the first time.
Sept '01	Joes Club Cocktails a range of 14% ABV premixed cocktails was launched. Removed in 2004.
July '01	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>
Oct '02	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.
Oct '03	WKD moves from 5.5% to 5% ABV.
Aug '03	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

Aug '04	WKD Original Vodka Red is tested in the Balearic Islands for 8 weeks.
Jan '05	WKD Red is tested in Northern Ireland.
Sept '05	WKD Red is launched throughout the rest of Great Britain.
Sept '06	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.
Feb '07	Beverage Brands team integrate departments with Merrydown and Shloer (now sister companies to BB following their purchase by SHS Group in May 2005).
Sept 08'	Woody's in re-launched in GB in two flavours. Mexican Lime and Pink Grapefruit
March '09	WKD ABV is reduced to 4.5% from 5%, in line with the category.
May '09	WKD Core, an apple cider with ABV of 4.5%, extends the brand into the growing premium packaged cider category
April 10	WKD ABV is reduced to 4% from 4.5%, in line with the category.



Our current Brands

GB & International Sales



GB Brands



- Flavours : WKD Iron Brew, Blue & Red
- ABV 4%
- Available in 275ml, 700ml bottles and Multipacks
- Number 1 RTD in GB Total Trade*

Nielsen Total RTD Trade (Vol) – Nielsen On trade audit: MAT to 20.03.10 and Nielsen Scantrack MAT 15.05.10



- 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 32%
(Nielsen Scantrack: Total GB Take Home Defined Adult Soft Drinks Category MAT Volume Units to 15.05.10)
- Available flavours: White Grape; Red Grape; Rosé; White Grape, Raspberry & Cranberry; White Grape & Elderflower; White Grape, Mango & Passionfruit; Apple & White Grape, Rosé.



- 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



- Flavours : WKD Iron Brew, Blue & Red
- ABV 4.0%
- Available in glass 275ml bottles, 700ml bottles and 275ml 4-packs



- 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 & 440ml cans
- 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 & Rosé.



- Woody's 99 was launched in Canada in 2009
- Available in flavours Woody's 99 Orange 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 and Strawberry Daiquiri
- 7% ABV – sold in 330ml pouches
- Nothing to add – just freeze and squeeze



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



- Woody's Sasparilla launched in Canada in 2010
- ABV5%
- Available in 330ml 4-packs



- Woody's Refresher launched in Canada in 2010
- ABV 5%
- Available in 330ml 4-packs



- Introduced to Canada in 2010
- 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



- Pomtini Pomegranate introduced to Canada in 2006.
- Quadruple Distilled Vodka Cooler
- 5.0% ABV
- 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



Liquid Inspiration

Our brands are exported to the following countries:



Cyprus
Malaysia
Thailand

Germany
Malta

Jersey
Netherlands



Australia
Bermuda
Canada
Denmark
Germany
Guernsey
Jersey
Mauritius
Nigeria
Portugal
Spain

Bahrain
Bosnia
Cyprus
Estonia
Gibraltar
Iceland
Jordan
Netherlands
North Cyprus
Singapore
Thailand

Belgium
Bulgaria
Czech Republic
Finland
Greece
Italy
Malta
New Zealand
Norway
Slovenia
U.A.E.



Bahamas
Malaysia

Ghana
Spain

Japan



Liquid Inspiration

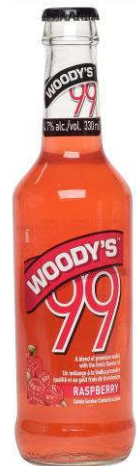


Bermuda
Ireland

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 7 of the top 10 imported RTDs of which Woody's Pink Grapefruit is No.1 and Pomtini is No.2
- Beverage Brands produce approx. 6% of total RTDs sold in Canada
- 2009 volume for Beverage Brands around 443,000 cases

Imported Coolers Ontario (YTD December 2009)		Imported Coolers Canada (YTD December 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	Black Fly Cranberry & Blueberry	4	Black Fly Cranberry & Blueberry
5	Woody's 99 Orange	5	Woody's 99 Raspberry
6	Woody's 99 Raspberry	6	Woody's 99 Orange
7	Woody's 99 Blueberry	7	Appletini
8	Pomtini Pomegranate & Blueberry	8	Alive Grapefruit
9	Appletini	9	Alive Lemon Lime
10	Alive Lemon Lime	10	Woody's 99 Blueberry

*Source: Association of Canadian Distillers
monthly report - Dec 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
for the facts

www.portman-group.org.uk
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

