

VK™

VODKA KICK

- VK Vodka Kick's market volume share is up 41% year on year (AC Nielsen - May 2008)
- 3rd biggest RTD brand in the country*
- One of the only RTD brands in growth**
- Out performing the market by 8%**
- 4 million bottles sold every week in the UK
- £10 million annual marketing spend in the UK



*AC Nielsen Total On Trade MAT 04/10/08 **AC Nielsen Total Off Trade MAT 04/10/08

Spirit Base (EU) Tarif: 2208 9069

Product	Case Size	ABV %	Case Dimensions (mm)			Case (kg) Weight	Pallet Dimensions (mm)			Pallet Size	Pallet Structure	Shelf Life (m)	13 Digit Bottle Barcode	14 Digit Case Barcode
			Height	Length	Width		Height	Length	Width					
VK Blue	24x275ml	4	230	345	230	12.36	1530	1200	1000	78	6x13	24	5032678000490	05032678000728
VK Ice	24x275ml	4	230	345	230	12.36	1530	1200	1000	78	6x13	24	5032678000186	05032678000735
VK Orange	24x275ml	4	230	345	230	12.36	1530	1200	1000	78	6x13	24	5032678000179	05032678000759

Beer Base (EUB) Tarif: 2206 0039

Product	Case Size	ABV %	Case Dimensions (mm)			Case (kg) Weight	Pallet Dimensions (mm)			Pallet Size	Pallet Structure	Shelf Life (m)	13 Digit Bottle Barcode	14 Digit Case Barcode
			Height	Length	Width		Height	Length	Width					
VK Apple	24x275ml	4	230	345	230	12.36	1625	1000	800	70	7x10	24	5032678001251	05032678000940
VK Blue	24x275ml	4	230	345	230	12.36	1625	1000	800	70	7x10	24	5032678001237	05032678000728
VK Ice	24x275ml	4	230	345	230	12.36	1625	1000	800	70	7x10	24	5032678001244	05032678000735
VK Orange	24x275ml	4	230	345	230	12.36	1625	1000	800	70	7x10	24	5032678001275	05032678000759
VK Tropical	24x275ml	4	230	345	230	12.36	1625	1000	800	70	7x10	24	5032678000506	05032678000872