

# LOW CALORIE • LOW ALCOHOL

drinkaware.co.uk



VK LO fills a gap in the market for those consumers wishing to actively control their calorie & alcohol consumption.

## The alcohol free / low alcohol market



Turnover (£)

## VK LO is a Market First

- Only 49 calories per bottle
- 1/2 point per bottle on Weight Watchers
- 1.2% ABV (Only 0.3 units per bottle)
- Available in Pineapple & Grapefruit flavour 275ml
- Drives new opportunities for RTD drinkers who are conscious of the calories and alcohol they consume.
- VK is the only top 5 RTD brand in growth (+4%)\*
- Brand loyal customers can benefit from having a choice for a different occasion.
- Female friendly low calorie, low alcohol product

\* Mintel UK January 2009  
 \*\* Nutracheck.co.uk  
 \*\*\* ACN on Trade MAT Jan 09

250  
200  
150  
100  
50  
0



### Calories in Non/Low Alcohol Options per 275ml serving \*\*



Many choose low alc beer brands or diluted alcohol with a soft mixer, such as Wine Spritzer or Lager Shandy as their product of choice. However, these options are still relatively high calorific value versus the reduction in alcohol content.

Product	Case Size	ABV %	Case Dimensions (mm)			Case (kg) Weight	Pallet Dimensions (mm)			Pallet Size Structure	Shelf Life (m)	Barcode Bottle	Case
VKLO P&G	24x275ml	1.2	230	345	230	12.36	1540	1200	1000	78 6x13	18	5410583802418	05410583802432

Global Brands Ltd. Head Office, Chesterfield, Derbyshire, S45 9NF . London Office, Southampton Row, WC1B 5HJ  
 Tel: 01246 868 900 www.globalbrands.co.uk