



Media Information

**THE O2 ARENA SIGNS UP VK VODKA KICK AS SINGLE RTD**  
**Global Brands gains listing at the UK's Number One Venue**

Leading drinks manufacturer Global Brands has landed a prestigious three-year listing at The O2 arena with its flagship brand, VK Vodka Kick.

Global Brands' top range becomes the official RTD of The O2, which has a capacity of 20,000 and attracts million of visitors with some of the world's best music, sports and entertainment.

Richard Jones, key account manager at Global Brands, explains: "We're thrilled to be the official RTD listed at the world's most popular arena. It's a great fit with the VK Vodka Kick brand and the drinks lend themselves well to concert-goers who prefer to hold a bottle in their hand. The audience is key for us, and this will allow us to showcase the VK Vodka Kick product range to thousands of new customers. It's really exciting news for us."

Lee Roberts, Commercial Director for AEG Sponsorship, adds: "I know that VK Vodka Kick will prove popular at the venue. The arena attracts millions of visitors a year and this deal means Global Brands has the opportunity to showcase their product to a new and wider audience."

VK Vodka Kick is a vodka based ready-to-drink available in six flavours: VK Orange, VK Blue, VK Ice, VK Cherry, VK Apple, and VK Tropical. Its market share is strong as the VK brand continues to enjoy 5.2 per cent growth in the on trade\*.

The coup comes hot on the heels of VK becoming the only RTD as a must stock in the Academy Music Group (former Carling Academies), making it a firm favourite to all live music goers.

For further information on the VK Vodka Kick range visit [www.globalbrands.co.uk](http://www.globalbrands.co.uk) or call Kate Hodson on 01246 868 931.

**ENDS**

\*Source - AC Nielson October 2008

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### **Notes to editors**

UK based Global Brands, manufactures, distributes and owns a range of alcoholic drinks brands. The company is a vodka specialist and has enjoyed rapid growth from the success of their flagship brand VK Vodka Kick, launched in 1999. This range of premixed vodka drinks comes in a selection of delicious flavours and is now available in over 30 countries worldwide.

Global Brands, formerly GBL International, was founded in 1997 by 'Entrepreneur of the Year 2002/3' Steven J Garcia Perez and under his leadership now turns over almost £70million per year. Global Brands remains one of the few independent international drinks companies operating today.

Other brands in the portfolio include Sobieski, Danzka, Corky's and Salitos.