



**GLOBAL
BRANDS**
drinks evolution

press
release

Media Information:

VK SIGNS DEAL WITH LEADING NATIONAL RETAILERS

Leading RTD VK Vodka Kick has secured a deal with prominent national drinks retailer, Threshers, to stock three of its most popular flavour variants.

The three flavours – VK Apple, VK Blue and VK Ice – will all be stocked nationwide in Threshers outlets in a 70cl format. The brand has also secured a deal with supermarket giant Sainsbury's to stock the VK Tropical flavour 12x275ml pack in outlets across the UK.

Neil Robinson, sales controller for off trade retail at Global Brands, the independent drinks manufacturer behind the RTD brand, commented:

“Securing listings with Threshers and Sainsbury's is fantastic news for VK, helping to bolster the success already achieved during the past ten years. For those retailers who haven't already taken advantage of the opportunity to stock VK, it's a fantastic product which will appeal to a wide variety of consumers, and is continually innovating and experimenting to provide the best products in-line with consumer demand.”

As the award-winning brand celebrates its 10th anniversary this month, VK is now the third biggest RTD brand in the UK with an 11 per cent market share, selling three million bottles per week in the UK. The brand is already stocked in Bargain Booze, Londis, Morrisons, Costcutter and Spar shops nationwide.

With a constant thirst for new and innovative ways to expand its drinks portfolio, Global Brands has successfully invigorated interest in the RTD category with launches such as VK Mojito, an RTD twist on the popular cocktail which was a first in the industry in 2008. The latest innovation is VK Lo, a low calorie, low alcohol RTD which is targeted heavily at the female market, and is yet another first in the sector.

The VK range of vodka based premixes is available in eight flavours: VK Blue, VK Cherry, VK Ice, VK Orange, VK Apple, VK Tropical and VK Pear, The VK Mojito is rum based and all VK products are mixed to a 4% ABV come in 275ml and 70cl bottles.

For further information on VK Vodka Kick and Global Brands, please visit www.globalbrands.co.uk.

ENDS

For more information please contact Nina Hands (n.hands@brahm.com) or Holly Oldroyd, (h.oldroyd@brahm.com) at Brahm on 0113 220 0532.

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.