



GLOBAL  
BRANDS  
drinks evolution

press  
release

## GLOBAL BRANDS SHOWCASE IMPORTED SPIRITS AT DISTIL

Leading independent drinks manufacturer, Global Brands, will be showcasing its portfolio of imported spirits at Distil, the world's leading dedicated spirits event.

It is the second time the company has exhibited at the show, where it aims to enhance the profiles of the brands, and raise awareness of their availability within the trade.

Products on-stand will include Sobieski, the multi-award winning premium Polish rye vodka and currently the fastest-growing international spirit in the world; Ypioca, the best selling premium cachaca in the world for the genuine taste and feel of Brazil; Myers's Rum, the iconic Jamaican dark rum; Corky's Vodka Shots and the truly unique Goldschläger – the Cinnamon Schnapps Liqueur with floating flakes of real 24 carat gold.

The stand will offer visitors the opportunity to sample the brands in different formats by serving cocktails and mixers or neat tastings to illustrate their versatility and mixability via different recommended and signature serves.

Helen Tunland, Trade Marketing for Spirits at Global Brands, commented: "Distil is a quality exhibition, with a rare focus on spirits. We have cherry picked a selection of unique spirits from around the world which we believe stand out in the UK market and offer a real point of difference in terms of their taste, heritage and proposition.

"Distil worked well for us last year and we are confident that the exhibition will help us to enhance brand profiles this year, whilst also enabling us to interact with existing and potential customers and buyers, uniquely presenting our brands to best effect."

Global Brands can be found at stand **C20** at the Distil Exhibition, taking place May 12<sup>th</sup> – 14<sup>th</sup>, at ExCel, London. For further information visit [www.globalbrands.co.uk](http://www.globalbrands.co.uk).

