



## GLOBAL BRANDS LAUNCH LOW CALORIE, LOW ALCOHOL RTD

Leading independent drinks manufacturer, Global Brands, have pioneered yet another first for the RTD sector – a low calorie, low alcohol variant of its flagship brand, VK Vodka Kick.

At just 49 calories, the new pineapple and grapefruit flavoured product is the lowest calorie RTD on the market. And with only a 1.2 per cent ABV, the refreshing adult drink also has the lowest ABV of any RTD.

The first big innovation in the RTD sector in recent years, no other brands have produced an RTD that is low on both calories and alcohol. The launch follows on from Global Brands' previous successes with the RTD VK Mojito, the first RTD cocktail to be launched in the UK.

Steve Perez, chairman at Global Brands, comments: "This is a real first in the RTD category, giving consumers the option to choose a lower calorie and lower ABV alternative. There is really very little choice for people not wanting to drink alcohol, or those who just want to drink a small amount. Giving consumers more choice is imperative, as is ensuring that drinks are retailed responsibly. Consumers are now more conscious than ever when it comes to calories and units of alcohol, and so we wanted to give them an alternative to the standard RTDs that are currently on the market."

VK Vodka Kick is the third biggest RTD brand in the country, selling over three million bottles in the UK each week, with market share increasing to 11 per cent during the last 12 months and outperforming the market as a whole by a massive eighteen per cent (AC Nielsen 2009).

The new pineapple and grapefruit flavoured RTD, which is an extension of the VK Vodka Kick brand, has been developed in response to consumer research showing demand for lower calorie drinks. With one flavour in the 275ml format so far, Global Brands is currently testing other flavours with a view to launching a wider range later in the year.

For further information visit [www.globalbrands.co.uk](http://www.globalbrands.co.uk).

ENDS

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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.