



**GLOBAL  
BRANDS**  
drinks evolution

press  
release

## GLOBAL BRANDS TO LAUNCH NEW TEQUILA BEER

Global Brands has announced plans to strengthen its beer portfolio with the launch of a new tequila and lime flavoured beer in time for summer.

*Amigos*, a premium 6% ABV tequila flavoured lager with a note of South American limes, is preparing for an immediate launch to market having secured major listings already. Produced in response to the growing demand for different beer flavours and a change in drinking repertoires, it is hoped *Amigos*, positioned as an occasional drink, will appeal primarily to the student market and excite and inspire new drinkers with its taste of Mexico.

Justin Horsman, trade marketing manager at Global Brands, comments:

“The UK beer market has been evolving steadily with new and different beers entering the market consistently in recent years, providing a definite opportunity to grow our share in the market place. As consumers’ palates continue to develop, their willingness to try new and more adventurous products increases so we’re confident *Amigos* will grow quickly in popularity and cause a stir in the market this summer.”

### ENDS

For more information please contact Nina Hands ([n.hands@brahm.com](mailto:n.hands@brahm.com)) or Holly Oldroyd, ([h.oldroyd@brahm.com](mailto:h.oldroyd@brahm.com)) at Brahm on 0113 2200 532

### 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 and Corky's.