



VAN RYN'S DISTILLERY

VAN RYN'S SINGLE POTSTILL 20 YO



CLASSIFICATION

Brandy

INGREDIENTS

Grape spirits, water, honey & caramel

SKU

56438 / 6x750ml

ABV

38%

NOSE

Floral (rose/potpourri like), red berries

COLOUR

Opulent, glistening gold

TASTE

Delicate, sweet vanilla; spice and rose water.

FINISH

Supremely rich with a decadent satin texture finish.

SHELF LIFE

36 months

STORAGE

In unopened, original packaging under controlled storage conditions.

Store in a cool, dry area away from extreme conditions of heat and cold.

ENERGY (100g [kJ])

896

SUGAR

5.0 g/l

TARGET CONSUMER

Male skew, aged 35 - 45 years old

CONSUMER TYPOLOGY

Trend Adopter

OCCASION/NEED STATE

Stand out & Make a mark

BRAND ESSENCE

Obsessively crafted

FOCUS CHANNELS

- Off-trade: Liquor Store Formal & Bulk Liquor
- E-commerce: eRetail & Concierge
- Formal on-trade: Social Eating & Drinking, Casino and Hotels & Lodges

COMPETITORS

- KVV 20 YO
- Oude Molen XO Cape Brandy
- Glenfiddich 21 YO

