



## OUDE MEESTER DEMANT FACTSHEET:

### BACKGROUND:

Oude Meester Demant was created to celebrate Oude Meester's Diamond Jubilee (60th anniversary). The result of years of dedication and tradition, Oude Meester Demant potstilled brandy embodies the master blender's pursuit of faultless quality – a fact reflected in the brand's diamond symbol of exceptional purity.

### CHARACTER:

Oude Meester Demant is a unique blend of the finest brandies, double distilled in Savalle copper potstills for exceptional flavour. It is a progressive, premium brandy with a distinctive flavour that delivers the highest purity.

Oude Meester Demant is best enjoyed neat, to savour the masterful purity and smoothness of the brandy. However, it also offers excellent mixability, treating the consumer well and allowing them to feel like a master, whatever the occasion.

### TASTE PROFILE:

**Colour:** A luminous amber clarity that sparkles with promise.

**Nose:** A brilliant rich chocolate and nutmeg aroma accompanied by hints of apricot and pineapple.

**Taste:** Apricot and pineapple on the palette are balanced with hints of tobacco, chocolate and subtle oak.

**Serving suggestion:** Best enjoyed neat, with ice or with a dash of pure water. However, it does offer excellent mixability.

### POSITIONING:

Oude Meester Demant is the lead variant for the Oude Meester Range. Demant caters to aspirational men who are mastering their own destiny. The superbly smooth taste offers an easy drinking experience for these modern masters to celebrate their accomplishments every day.

### TARGET MARKET:

Oude Meester Demant is designed to appeal to mid-tier consumers who are looking for an entry into premium spirits without sacrificing the lifestyle cues of a much higher price point. The market is image conscious but will not compromise on quality.