



VAN RYN'S DISTILLERY

VAN RYN'S SINGLE POTSTILL 10 YO



CLASSIFICATION

Brandy

INGREDIENTS

Grape spirits, water, honey & caramel

SKU

59802 / 6x750ml

ABV

38%

NOSE

Vanilla, apricots, spice & chocolate

COLOUR

Golden amber

TASTE

Lingering dark chocolate, nuts and sweet vanilla. The oak contribution is well balanced.

FINISH

A consummately smooth finish with a surprisingly cleansing effect on the palate.

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

4.4 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

- KWV 10 YO
- Boschendal 10 YO Potstill Brandy
- Hennessy VS

