



VAN RYN'S DISTILLERY

VAN RYN'S SINGLE POTSTILL 12 YO



CLASSIFICATION

Brandy

INGREDIENTS

Grape spirits, water, honey & caramel

SKU

56436 / 6x750ml

ABV

38%

NOSE

Red cherries with undertones of almonds & spice

COLOUR

Lustrous, deep golden amber

TASTE

Complex combination of cherries, vanilla and hints of citrus. Peppery undertones.

FINISH

Elegant with a controlled power. A soft velvety palate of dried fruit and coffee ends on a lingering, lasting note.

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 12 YO
- Hennessy VS
- Remy Martin VSOP
- Glenfiddich 12 YO

