



VAN RYN'S DISTILLERY

VAN RYN'S SINGLE POTSTILL 15 YO



CLASSIFICATION

Brandy

INGREDIENTS

Grape spirits, water, honey & caramel

SKU

56437 / 6x750ml

ABV

38%

NOSE

Dark chocolate, roasted coffee & raisins (fruit cake)

COLOUR

Rich, burnished gold

TASTE

Dark chocolate with nutty undertones and hints of coconut.

FINISH

Full and complex, while rounded and creamy with an opulent density.

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

- KVV 15 YO
- Hennessy VSOP
- Remy Martin VSOP
- Glenfiddich 15 YO

