

RICHELIEU INTERNATIONAL FACT SHEET



RICHELIEU

SKU	12 x 750 ml
Colour	Golden Amber
Taste	Aromas reminiscent of ripe plums and prunes with hints of vanilla, mocha, and almonds; with a refreshing, full-bodied flavour on the palate and a smooth, clean, and dry finish.
ABV	43% ABV
Shelf Life	36 months
Storage	Store in unopened, original packaging under controlled storage conditions. Store in a cool, dry area, away from extreme hot and cold conditions.
Ingredients	Grape spirits, water, sugar, caramel
Colourants	Caramel (WBS)
Sugar	7.1 g/l
Acid	None
Carbonation	None
Energy	506 KJ / 50 ml
Variant Role	Trial, affordability & landing accessible premium
Target consumer	Realist, age 28 - 45, Male skewed, resides in urban areas
Occasion / Need State	Celebrate life in all moments
Focus Channels	Retail liquor stores, bulk liquor stores, social eating and drinking
List Price	R199
Competitors	KWV brandy
Functional Benefit	Perfectly balanced, smooth character brandy, made in the style of Cognac
Emotional Benefit	A partner in my unwavering passion for life
Brand Essence	Exploration of all life's richness
Demand Moment Core	Turn up and have fun
Demand Moment Halo	Easy sociability
Consumer Typology	Realist

