KLIPDRIFT

LEGENDARY TASTE. LEGENDARY TIMES.

LOVED BY EVERYONE SINCE THE VERY FIRST DROP

KLIPDRIFT EXPORT

CLASSIFICATION
Brandy.

SKU

1004101	12 x 750 ml
1004121	12 x 1 L
33284	12 x 375 ml
1004117	12 x 200 ml
24124	8 x (12 x 50 ml)

COLOUR
Light chestnut.

TASTE
An excellent balance between spicy, sweet and savoury notes, with nuances of fresh and dried fruit and vanilla. Big and rich on the finish.

ALCOHOL CONTENT
40% ABV

SHELF LIFE
36 months

STORAGE
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 and caramel.

ENERGY
283kJ & 68kcal per 30ml.

VARIANT ROLE
Drive market penetration.

TARGET CONSUMER
25-35 YO males, brown bottle beer drinkers, social connectors.

OCCASION - GENUINE CONNECTIONS
Informal social gatherings, especially gameday.

FOCUS CHANNELS
Off-Trade:
Bulk Liquor, Liquor Store Formal and Mainstream.

On-Trade Formal:
Sports Clubs, Social Eating & Drink, Events and Stadiums.

Mainstream:
Shisanyama, Urban Taverns and Counter Service.

E-Commerce:
Market Places, E-Retail and Concierge.

COMPETITORS
- KWV 3YO
- Wellington VO
- Brown bottle beer
- Captain Morgan

FUNCTIONAL BENEFIT
The legendary taste that everyone can enjoy for instant 'gees' and extended drinking - Klippies goes down smooth-smooth.

BRAND ESSENCE
Legendary taste & good times.

EMOTIONAL BENEFIT
Shared enjoyment during unpretentious, fun moments.

LIST PRICE (INCL. VAT)
750ml: R195.72 (Unit) / R2348.61 (Case)

1L: R262.79 (Unit) / R3153.48(Case)

375ml: R109.39 (Unit) / R1312.62 (Case)

200ml: R60.34 (Unit) / R724.06 (Case)

50ml: R22.40 (Unit) / R2150.29 (Case)

PERFECT SERVE
With Coke, or enjoy it the way you like it.



#NO 18

NO ALCOHOL MAY BE SOLD TO PERSONS UNDER THE AGE OF 18.

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