KLIPDRIFT

LEGENDARY TASTE. LEGENDARY TIMES.

LOVED BY EVERYONE SINCE THE VERY FIRST DROP

KLIPDRIFT & COLA

CLASSIFICATION

Spirit cooler.

SKU

16899 4x (6 x 275ml) NRB.
42370 4x (6 x 440ml) can.

COLOUR

Deep black.

TASTE

Ripe apricot and peach aromas with hints of vanilla, cinnamon, and nutmeg.

ALCOHOL CONTENT

5% ABV

SHELF LIFE

Klipdrift & Cola can:
8 months.

Klipdrift & Cola NRB:
18 months.

STORAGE

Store in unopened, original packaging under controlled storage conditions (a cool dry area, away from direct sunlight and extreme conditions).

INGREDIENTS

Water, sugar, distilled spirits, flavouring, acid, caramel, preservatives, potassium sorbate.

SUGAR

7g per 100ml / 19.3g per 275ml / 30.8g per 440ml.

ENERGY

235kJ per 100ml / 645kJ per 275ml / 1033kJ per 440ml.

VARIANT ROLE

Recruiter.

TARGET CONSUMER

18-24 YO unisex students & social connectors.

OCCASION - GENUINE CONNECTIONS

Informal social gatherings, especially gameday & convenience.

FOCUS CHANNELS

Off-trade:
Bulk liquor, liquor store formal, mainstream.

Formal On-trade:
Party lounges, sports clubs, events, stadiums, golf courses.

Mainstream:
Shisanyama, counter service, township, urban taverns.

eCommerce:
Marketplaces, eRetail, concierge.

LIST PRICE (INCL. VAT)

275ml NRB:
R16.90 (Unit) / R405.57 (Case)

440ml can: R21.53 (Unit) / R516.76 (Case)

COMPETITORS

- KWV Brandy & Cola
- Buffelsfontein
- Belgravia RTDs
- Mainstream Beer

FUNCTIONAL BENEFIT

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

EMOTIONAL BENEFIT

Convenience & shared enjoyment during unpretentious, fun moments.

BRAND ESSENCE

Legendary taste & good times.

PERFECT SERVE

Best served ice-cold. Always ready to drink.



#NO 18

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

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