KLIPDRIFT

LEGENDARY TASTE. LEGENDARY TIMES.

LOVED BY EVERYONE SINCE THE VERY FIRST DROP

KLIPDRIFT PREMIUM

CLASSIFICATION

Brandy.

SKU

1003101 12 x 750ml.

COLOUR

Amber gold.

TASTE

A full-bodied palate profile that offers flavours of sweet, stewed stone fruit, nuances of spice and a light, sweet finish with hints of apricot. Has a silky, refined texture for a velvety mouthfeel.

ALCOHOL CONTENT

40% ABV

SHELF LIFE

36 months.

STORAGE

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

INGREDIENTS

Grape spirits, water, sugar & caramel.

ENERGY

283kJ & 68kcal per 30ml.

VARIANT ROLE

Equity Builder, Uptrade.

TARGET CONSUMER

30-40 YO brandy drinkers, social connectors and hosts.

OCCASION - GENUINE CONNECTIONS

Informal & significant social gatherings, especially gameday.

FOCUS CHANNELS

Off-trade: Liquor store formal, mainstream, and bulk liquor.

Formal On-trade: Party lounges, hybrids, events, social eating/ drinking outlets.

Mainstream: Shisanyama, urban tavern, counter service.

eCommerce: Marketplaces, eRetail, concierge.

LIST PRICE

750ml: R231.14 (incl. VAT) per unit / R2773.67 per case.

COMPETITORS

- KWV 5YO
- Hennessy VS
- Viceroy
- Captain Morgan

FUNCTIONAL BENEFIT

Extra-smooth, famous premium taste.

EMOTIONAL BENEFIT

Making shared enjoyment during unpretentious, fun moments feel a little bit more special.

BRAND ESSENCE

Legendary taste & good times.

PERFECT SERVE

With Coke, or enjoyed neat with only ice.



#NO 18

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

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