

BRAND NEW LOOK FOR KOKO KANU REVEALED



The UK's leading premium flavoured white rum is set for continued growth in the UK as a distinctive new packaging inspired by the golden era of travel is released to the trade. The new design for Koko Kanu – an aged Jamaican rum blended with coconut flavour - is set to capture the attention of discerning urbanite drinkers looking for a fun, light and refreshing drink.

The striking new label, which encapsulates imagery of tropical island life in a stand-out 'K' motif and detail of the product using 1950s travel iconography, is placed on a new bold, clear squared glass bottle. Exotic travel to far-flung islands was a fantasy for most before the jet engine came into commercial flight use and the golden era of air travel was born. Curious travellers then went on to explore the undiscovered delights of tropical paradises such as Jamaica.

Commenting on the new design, Campari UK Marketing Director, Nick Williamson, said: "Since Koko Kanu launched over a decade ago it has quietly worked its way up to become a firm favourite with bartenders who like the round, full-bodied rum characteristics that come from having a 37.5% ABV."

"The new pack design is sure to appeal to the new generation of drinkers who revel in the same care-free attitude of the first jet-setters that were seduced by the untamed beauty and seductive vibes of Jamaica. It was the golden age of air travel and Koko Kanu cocktails are designed to give consumers the same alluring island adventures as those early travellers, even it is just during the briefest of sips." Continued Nick.

With the Pina Colada's reputation as a hidden pleasure, Koko Kanu is expected to appeal in both the on and off-trade as consumers look for an easy drink to make at home. (The Pina Colada is the UK's 2nd most frequently drunk cocktail: CGA report, April 2016.) As demonstrated by Rum Ambassador Ian Burrell on Sunday Brunch (22 May), equal parts of Koko Kanu and pineapple juice shaken and served chilled is a fantastically simple way to get a taste of the tropics. Named the Koko Kolada, the cream-free version of the Pina Colada is sure to appeal to the growing number of consumers looking for 'skinny' options in their drinking repertoire.

To accentuate the coconut flavours, rums with coconut notes produced at the Wray & Nephew distillery are chosen by Master Blender, Joy Spence. The rum has been aged for one year before being charcoal filtered and blended with the coconut.

The new pack, created by brand consultancy and design agency Brandhouse, will be available from mid of July 2016 in Sainsbury's and Ocado and to the on-trade from October. A 70cl bottle has an RRP of £19.

Koko Kolada (created by Ian Burrell)

50ml Koko Kanu

50ml pineapple juice

Shake ingredients over ice, strain into a chilled coupe glass and garnish with a sprinkle of nutmeg.

Koko Daiquiri

50ml Koko Kanu

25ml lime juice

1 teaspoon caster sugar

Shake all ingredients over ice and double strain into a chilled martini glass

Koko Mojito

50ml Koko Kanu

25ml lime juice

2 teaspoons caster sugar

Dash soda water

8-10 mint leaves

Add leaves, lime juice and sugar into a high ball and muddle gently. Add Koko Kanu and fill glass with crushed ice. Add dash of soda before topping with more crushed ice and a mint sprig garnish.

ENDS

FOR SAMPLES, FURTHER INFORMATION, PHOTOGRAPHY OR INTERVIEW, PLEASE CONTACT Campari UK (Spirits) Press Office:

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ABOUT Koko Kanu:

Made from 100% Jamaican rum, Koko Kanu is infused with coconut flavour and is the UK's leading premium flavoured white rum. From 17th July 2016, the brand is available at major retailers for the first time RRP £19 for 70cl (37.5% ABV). For more information please visit www.kokokanu.com.

ABOUT Campari UK:

Gruppo Campari's UK subsidiary, headquartered in London. A multicultural and dynamic team composed of **40 Camparistas** from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: **the Italian portfolio** with heritage brands such as **Campari** and **Aperol** and the **white & dark spirits portfolio**, led by the Jamaican rum brands **Appleton Estate** Rum and **Wray & Nephew Overproof**, as well as **Wild Turkey Kentucky Bourbon**. The company spans an unrivalled premium spirits and speciality offer in its quality, innovation and style and is also the exclusive UK distributor for **Bulldog Gin**. www.campariuk.com

ABOUT GRUPPO CAMPARI

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, SKYY and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en
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