



# PRODUCTS 2020



# TOP NEW PRODUCT DEVELOPMENTS LAUNCHES OF 2019

| PRODUCT                           | LAUNCHED        | SALES        |
|-----------------------------------|-----------------|--------------|
| Finish Powerball Qunatum Ultimate | 24/02/19        | £20.3m       |
| Warburtons Bagels                 | 19/05/19        | £15.0m       |
| Gillette Skinguard Sensitive      | 27/01/19        | £12.9m       |
| Pringles Rice Fusion              | 24/03/19        | £11.8m       |
| Nuü                               | 24/02/19        | £11.5m       |
| McCain Lighter Home Chips         | 27/01/19        | £11.4m       |
| McCoy's Muchos                    | 27/01/19        | £9.0m        |
| <b>Kopparberg Gin</b>             | <b>16/06/19</b> | <b>£8.9m</b> |
| Bournville Giant Buttons          | 21/04/19        | £7.1m        |
| Whiskas Pure Delight              | 11/08/19        | £6.5m        |

Source: KANTAR, Top new product development launches of 2019 in the UK, 52 weeks to 29/12/19



Kopparberg Gin was the **most successful** launch in the drinks category in 2019.



# THE SPIRIT OF KOPPARBERG



**37.5% ABV**  
**LONDON DRY STYLE GIN**  
**SUITABLE FOR VEGETARIANS / VEGANS**  
**GLUTEN FREE**

## **WHAT IS KOPPARBERG PREMIUM GIN?**

Kopparberg Premium Pink Gin is expertly infused with the finest ingredients and natural fruit flavours that made Kopparberg famous, for a bold and balanced taste. Distilled fermented grains flavoured through natural ingredients including juniper, coriander, lime and strawberry to create this well balanced London Dry Style gin.



**KOPPARBERG STRAWBERRY & LIME  
PREMIUM GIN** is expertly infused with the  
finest ingredients and natural fruit flavours that made  
Kopparberg famous, for a bold and balanced taste.

Product code 0085



Infused with the botanicals of juniper, lemon zest and  
coriander, **MIXED FRUIT PREMIUM GIN**  
combines the raspberry and blackcurrant flavours from  
Mixed Fruit to create a refreshingly light drink – perfect  
for those warm summery nights.

Product code 0086



**KOPPARBERG PASSIONFRUIT & ORANGE  
PREMIUM GIN** is expertly infused with passionfruit  
and orange to serve you a London Dry Style Gin with an  
exotic touch.

Product code 0087



# KOPPARBERG GIN DRINK

5.0% ABV

250 ml slim can

SUITABLE FOR **VEGETARIANS / VEGANS**

**GLUTEN FREE**

Whether it's a music festival, barbecue, or the beach, the RTD cans are set to be the drink of the summer, following the enormous success of Kopparberg Strawberry & Lime Premium Gin. The infused Strawberry & Lime flavours mixed with Lemonade will make a sweet addition to your Kopparberg sun-drenched summer days.

Product code 6450







Product code 6462 12x330ml

## FASTEST GROWING DRINKS CATEGORY IN THE US

- The Hard Seltzer category is worth over \$1bn, expected to reach \$2.5bn by 2022
- Driven by millennials switching out of wine and beer due to nutritional value and sugar implications.



Product code 6460 12x330ml



Product code 6463 12x330ml



Purified carbonated water with proprietary KopparSpirit™ alcohol and natural fruit flavour.



# KOPPARBERG CIDER LIGHT

4.0% ABV  
250 ml slim can

A refreshingly light and fruity serve, Kopparberg Summer Fruits Light mixes raspberry with the subtle sweetness of fresh blueberry, and unleashes maximum fruit flavour in only 83 calories per can.

Raspberry Light offers a lighter, lower calorie option to enjoy delicious fruit cider. Bursting with raspberries, this flavour filled drink is perfect for summer. Only 84 calories per can.

Product code 2703 12x250ml

Product code 2705 12x250ml



# KOPPARBERG CIDER

Kopparberg Cider comprises of a refreshing range of apple, pear and fruit ciders. These are made from the fermentation of apples or pears and the finest soft water. For our fruit ciders, we add the juice of various fruits to make a truly special alcoholic cider drink.



## KOPPARBERG PEAR

The original Kopparberg hero. Sweetness of fresh pear, delivers bags of fruity flavour. Kopparberg's premium and classic pear cider is a revitalising drink, best enjoyed outside with friends.

4.5% 24x330 ml  
Product code 3691

7.0% 24x330 ml  
Product code 3693



## KOPPARBERG WILDBERRIES

Kopparberg Wildberries blends the juice of blueberries and raspberries with Kopparberg's Apple Cider to produce a truly distinctive fruity taste.

4.5% 24x330 ml  
Product code 3692

7.5% 24x330 ml  
Product code 3694



## KOPPARBERG STRAWBERRY&LIME

Combining fresh strawberries with the subtle taste of lime, Kopparberg Strawberry & Lime packs in maximum fruit refreshment and a revitalising taste – the perfect drink for a summer BBQ.

4.0% 24x330 ml  
Product code 36955



# Sofiero



Sofiero is brewed to have the perfect balance of bitterness, giving you that refreshing taste from first sip to last.

24x330 ml can Suitcase

5.2% 24x330 ml  
Product code 5571

7.5% 24x330 ml  
Product code 5572



5.9%  
24x330 ml can tray  
Product code 558



5.2%  
24x500 ml can tray  
Product code 57053

**Why not choose  
this 5 litres keg  
for your next BBQ?**

5.2% 5 l



# HÖGA KUSTEN

## The bridge between lager and ale

*Höga Kusten brings lager and ale together, like Höga Kusten bridge in Northern Sweden brings the world heritage Höga Kusten together over Ångermanälven.*

*In Höga Kusten you find two delicate type of beer – lager and ale. When these two mature together Höga Kusten get its characteristic malty taste, aroma and foam head.*



5.3% 24x330ml  
Product code 5578



**Höga Kusten**  
**5 litres keg**

5.3% 5 l



RICKYS

# IPA

INDIA PALE ALE

CRAFT BEER

*Inspired by the traditional brewing process of an IPA way back, Ricky's IPA is well balanced and aromatic with hints of citrus.*

5.5% 5 l  
Product code 5579





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