

Regulatory Story

Company Blavod Wines & Spirits plc
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Launch of Red Leg Spiced Rum
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Blavod Wines & Spirits PLC

("Blavod" or the "Company")

Launch of Red Leg Spiced Rum

Blavod Wines and Spirits plc (AIM:BES) owner of premium drinks brands including Blavod Black Vodka, and Blackwoods Gin is pleased to announce the launch of Red Leg, a Caribbean Rum Spiced with Vanilla & Ginger.

Key points

- UK wide launch for on-trade (Pubs and Bars)
- Rum is one of the fastest growing drinks categories in the UK with spiced rum outpacing the spirits market
- Clearly targeted brand proposition
- IP wholly owned by Blavod
- Trade Mark registered in all key regions globally

Red Leg has been wholly developed by the Blavod team to meet the demand for a premium spiced rum, which is one of the fastest growing sectors in the UK drinks market. Its taste, positioning and brand proposition has been carefully designed to attract the 25-30 year old age bracket, who are increasingly choosing rum in pubs and busy bars.

The packaging of Red Leg incorporates the motif of the Red Leg hermit crab named for its bright red legs which is a native of the coral reefs of the Caribbean.

Commenting today, Don Goulding Executive Chairman of Blavod said:

"We believe that Red Leg is well positioned to take advantage of this fast growing category of spirits, having had positive feedback during the consumer research carried out in England and Scotland. Our research identified that Red Leg was consistently rated as the preferred rum against the current market leaders.

The first orders have been received and we have had positive responses from our major customers. We are confident that this wholly owned brand will be a valuable addition to our range of our premium drink products."

More information on Blavod Wines and Spirit PLC can be seen at: www.blavodwinesandspirits.com

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About Blavod

Blavod Wines & Spirits plc is listed on the Alternative Investment Market (AIM:BES). It owns drinks brands in a number of sectors of the alcoholic drinks market. These include premium Vodka, premium Gin and Rum and are called Blavod Original Black Vodka, Blackwood's Vintage Gin & Nordic Vodka, Diva Vodka, Jago's Cream liqueur and Red Leg.

The Company markets and sells these brands in the UK as well as a number of international markets including the US and Russia and has recently announced an agreement with Waldemar Behn GmbH for them to produce, market and distribute Blavod black vodka in Germany under a licensing agreement to their domestic and Duty-Free/Travel Retail markets as well as continental and Eastern Europe.

Through a wholly owned subsidiary Blavod Drinks Ltd, the Company represents a portfolio of spirit and liqueur brands in the UK which include Bruichladdich Islay Malt Whisky, Mickey Finn Schnapps, Fernet Branca, Hapsburg Absinthe, Arran Malt Whisky, HpnotiQ and Pama Liqueurs.

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