

2 September 2019

## Distil PLC

### RedLeg Rum collaboration with Franklin & Sons

Distil Plc (AIM: DIS) is pleased to announce the launch of ready-to-drink ("RTD") RedLeg Spiced Rum and 1886 Cola in collaboration with Franklin & Sons, the premium soft drink, tonic and mixer brand.

Available shortly through a major UK national retailer, the premium 250ml can has a 5% ABV. It is a unique and delicious blend of RedLeg Spiced Rum, infused with vanilla and ginger, perfectly paired with Franklin & Sons 1886 Cola and a twist of lime.

This new product raises the bar in the pre-mixed spirit and mixer (cans) category which grew value sales by 30%\* in the year to July 2019. Rum is currently worth £367m\* in the UK off trade with Spiced Rum growing at just under 13%\* in value year on year. Ready-to-drink rum and cola is more on trend now than ever before.

Franklin & Sons is a growing, family-orientated brand which continues to lead the way in flavour innovation. Taking inspiration from the unique flavour combinations first explored by the Franklin family back in Victorian Britain, the 1886 Cola includes West African Kola Nut and Colombian coffee beans. Franklin & Sons is owned by Global Brands Ltd, based in Chesterfield. Global Brands has grown to become one of the country's leading independent drinks businesses by continuing to develop and diversify its offering and range of products across the premium spirits, tonics, mixers, soft drinks, RTDs and beer categories.

Don Goulding, Executive Chairman commented:

"This new in-market brand collaboration sees RedLeg Spiced Rum continue to innovate and introduce new consumers to the brand through flavour, packaging and format development. It provides consumers with a perfect RedLeg Spiced Rum and 1886 Cola on the go, without compromising on taste. Global Brands will handle distribution for this particular product; the remainder of our portfolio distribution is unchanged. We are delighted to enter this fast-growing category."

\*UK Market data for 12 months to 13 July 2019

For further Information:

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### **About Distil**

Distil Plc is quoted on the AIM market of the London Stock Exchange. It owns drinks brands in a number of sectors of the alcoholic drinks market. These include premium spiced rum, vodka, gin, vodka vanilla cream liqueur and are called RedLeg Spiced Rum. Blackwoods Vintage Gin, Blackwoods Vodka, Blavod Original Black Vodka, Diva Vodka and Jago's Vanilla Cream Liqueur.