

## Distil PLC

### Launch of new RedLeg Banana Rum and label refresh across the range

Distil Plc (AIM: DIS), owner of premium drinks brands RedLeg Spiced Rum, Blackwoods Gin and Vodka, Blavod Black Vodka, Jago's Cream Liqueur and Diva Vodka is pleased to announce the launch of RedLeg Banana Rum, the second flavour extension for the Redleg Rum brand, along with a branding refresh across the range.

The new flavour will build on the success of RedLeg Spiced Rum (launched 2013) and RedLeg Pineapple Rum, which launched in 2019 and has delivered incremental sales for the brand in major retail outlets since its launch.

RedLeg Spiced Rum is distilled in the Caribbean, rested in oak barrels and infused with Jamaican ginger and vanilla for a smooth, accessible spirit. RedLeg Banana Rum adds a new dimension by infusing the rum with 100% natural banana in celebration of one of the Caribbean's best-loved flavours.

The new flavour is accompanied by a label refresh across the RedLeg Rum range, through which the branding for the flavours - Pineapple and Banana - has been brought in-line with RedLeg original. Bold variant names and colour-coded capsules ensure clear differentiation between flavours and help consumers navigate the range in retail spaces, while retaining a premium look and feel.

Don Goulding, Executive Chairman, commented:

"We are delighted to launch RedLeg Banana Rum at a very exciting time for the flavoured and spiced rum category. RedLeg Pineapple Rum has performed well in major retail, recruiting new consumers to the brand and delivering incremental sales and we're confident that the launch of RedLeg Banana Rum will continue to build on this success.

The launch of a new flavour was the perfect time to refresh the brand look and make it easier for consumers to navigate the range in retail stores, while retaining RedLeg's premium positioning."

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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.

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