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Distil PLC
Launch of new RedLeg Tropical Rum

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 Tropical Rum, the third flavour extension to the RedLeg Rum brand.

The new flavour adds a tropical blend of 100% natural mango, guava and passionfruit to RedLeg Spiced Rum, which is distilled in the Caribbean, rested in oak barrels and infused with warming ginger and sweet vanilla for a smooth, accessible spirit.

The fruits have been chosen as they symbolise friendship and community in the Caribbean, and the expression will build on the success of existing flavours – RedLeg Pineapple Rum and RedLeg Banana Rum – which have delivered incremental sales for the brand.

Don Goulding, Executive Chairman, commented:

"We've seen tremendous growth in the spiced rum category and for the RedLeg over the last 12 months. Our RedLeg Spiced Rum has performed well in major retail and the existing flavours have been instrumental in recruiting new consumers to the brand and have delivered incremental sales. We are confident that RedLeg Tropical Rum will continue to build on this success."

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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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