

Recession sees surge in 'value' alcohol sales: Value brand 'Old Samuel' Blended Bourbon sees a meteoric rise to outsell household names and become the UK's third best selling bourbon

Submitted by: Global Brands Ltd

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Old Samuel Bourbon (produced by Toorank Distilleries), a product which hasn't even featured on sales tables since its launch seven years ago, has seen a 200% increase in sales this year to become the UK's third best selling bourbon brand. Over 300,000 bottles have already been sold, compared to 150,000 bottles at the same time last year. With its value-for-money pricing, the AC Nielsen statistics also showed Old Samuel to be the eighth best selling imported whiskey brand. Despite a lack of marketing expenditure, Old Samuel has outsold a host of household whiskey brands, including Jameson 12 Year Old and Canadian Club.

As the state of the UK economy has deteriorated, Old Samuel has seen a converse rise in fortunes, with the best performance seen in the third quarter; tellingly, this growth has occurred within the existing supply network, which includes Tesco, Wine Cellar and Costcutter. Additionally, TibuRon Batidas, Toorank's latest value brand, is also performing well above expectations, with 100,000 bottles set to be sold this year. With bars and clubs becoming less affordable, the ready-to-serve cocktail range is ideally placed for those after something more exotic for home consumption.

Chris Lake, Director of Sales of Toorank UK, comments:

"Old Samuel's incredible increase in sales is a clear indication that consumers are willing to substitute costly brands with value-for-money offerings. Indeed, the majority of growth has come from existing stockists who are finding their consumers switching to lower priced brands."

Chris adds:

"Importantly, we've also had feedback from our customers attributing the high quality of Old Samuel as a contributory factor in ensuring repeat purchase. The British consumer has become accustomed to premium quality products, so despite the economic downturn, even value brands have to be of a high standard to ensure their success."

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Editors notes:

- Old Samuel Blended Bourbon is made by Toorank Distilleries in Holland. Old Samuel Blended Bourbon is available for around £12.99 from Tesco, Costcutter, Wine Cellar and independent retailers nationwide
- Chris Lake, Sales Director of Toorank (UK) Ltd, is available for interview
- Figures taken from AC Nielsen year to August 2008

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About Toorank Distilleries

Toorank Distilleries have specialised in the production of quality specialist spirits since 1978. The privately owned business utilises state of the manufacturing facilities in Holland and Poland, making Toorank amongst the fastest growing distilleries in Europe. Whilst Holland's top 3 distilleries are expected to see losses of around 15% this year, Toorank are set to see growth of 27%. Re-enforcing their position as one of the world's finest spirit producers, Toorank products have won 19 medals at International Wine & Spirit Competition in the last 2 years!