

Distell widens Amarula Gold exposure in duty free



Following its March debut in the domestic South African channel and selected duty-free locations, Distell is expanding the distribution of Amarula Gold across European, African and Australian DF&TR markets.

There are high expectations for the new non-cream 30% ABV spirit (*below*). Distell's duty-free marketing spokesperson, Robyn Bradshaw (*below right*), says: "We anticipated high traveller interest, given Amarula's strong standing in the global duty free channel. The response from both male and female shoppers has been very affirming."



Amarula Cream (17% ABV) is the 36th biggest spirit brand in DF&TR, according to IWSR data, and the new launch marks the 25-year-old brand's first new product.

Helena Melis, spokesperson for Big Five Duty Free, the travel retail concessionaire at OR Tambo Airport in Johannesburg, comments: "The new product is a welcome addition to the brand. It also offers a wider choice to shoppers. Our sales to date have more than exceeded expectations."

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The new launch – made for mixing – has broadened Amarula’s repertoire and adds



appeal to consumers who don’t drink cream products, but still made from the marula fruit. Distell says that rather than detracting from Amarula Cream DF&TR sales, the launch of Amarula Gold has intensified interest in the brand.

To date the new product has been available in DF&TR in South Africa, Dubai and Brazil with an international DF&TR rollout proceeding now. Amarula Gold will be launched in key duty-paid markets globally from September.