

Heineken Celebrates the Permanent Release of Draught Keg

With Rugby World Cup celebrations underway and the long, hot days of summer almost upon us, Heineken has decided to bring back its much-loved Heineken 5 litre Draught Keg – and this time it's here to stay.

First launched in December 2005, Draught Keg proved so popular amongst consumers that Heineken has taken the decision to make it a permanent line.



Unlike other mini kegs, Draught Keg is a patented pressurised system that stays fresh for 30 days from opening and thanks to its unique carbonator, it pours every glass perfectly, right down to the last drop.

Marketing Director for Heineken Lion Australia, Kylie Wallbridge, believes Draught Keg will be a perfect addition to Rugby World Cup celebrations as well as the upcoming summer and Christmas period.

Draught Keg is guaranteed to be a popular choice for consumers this summer. After being pre-chilled in the fridge, beer drinkers simply need to click on the easy-to-install tap system and the keg is ready for pouring and enjoying.

"It has been developed so that beer lovers can experience a premium quality Heineken beer at virtually any social occasion. Whether it's a couple of beers on a Saturday night or a BBQ in the park, it's simply one of the best ways to enjoy a quality Heineken beer" Wallbridge said.

"At Heineken we're continuously looking for ways to deliver an even better drinking experience to consumers and Draught Keg is a truly innovative way for beer drinkers to share Heineken."

"Following its success in 2005/06, we're confident that the return of Draught Keg will give Australia's second largest international premium an extra appeal, particularly over the summer months as consumers look to entertain and be entertained" she concluded.

The relaunch of Draught Keg coincides with Heineken's support of the Rugby World Cup. As official beer, Heineken has launched a huge campaign not only to support its sponsorship of this magnificent sporting spectacle, but to drive awareness of Draught Keg.

Each Heineken Draught Keg holds around 18 glasses (285mL) of beer. The system is recyclable via existing collection methods and has a RRP of \$37.99.

To place an order or to find out more contact your Lion Nathan representative.

Johnnie Walker & Bundaberg Rum Premium Strength RTDs

Diageo has launched two new premium strength Ready-To-Drinks (RTDs) to complement the existing iconic brands, Bundaberg Rum and Johnnie Walker.

Bundaberg Rum Premium Strength & Cola and Johnnie Walker Premium Strength & Cola, both with an alcohol/volume equivalent of two standard drinks, were introduced last month in the on and off-premise trade to rave reviews.

The launch is strongly supported by a significant marketing and sales investment of \$2 million which will fund outdoor advertising, POS, sampling, trade press and customer launches.

The fastest growing segment in the RTD category is Premium Strength, growing at a rate of + 26 per cent, faster than any other RTD category. Premium Strength RTDs already make up 25 per cent of the total RTD market. These new RTDs are a response to the obvious gap in the market for a leading scotch and dark rum Premium Strength RTD. Both Bundaberg Rum and Johnnie Walker are well positioned to capitalise on this trend as leading brands in dark spirit RTDs.

The new Premium Strength RTDs deliver on all 'premium' cues including smart gold packaging, a fuller flavour and high value sales in a growth segment. The range offers consumers a premium RTD for occasions when they are looking for something a bit more special.

Both new releases will contribute to the strong premium positioning of Bundaberg Rum and Johnnie Walker. (RRP \$22 for 6 pack cans and \$15 for 4 pack bottles)



VICTORIAN LIQUOR LICENCE
CONSULTANT

ALAN KAYMAN

P.O. BOX 174 MENTONE VIC 3194

PH: (03) 9584 5132

MOB: 0419 320 326

FAX: (03) 9585 4330

www.liquorlicenceplanners.com.au

alankayman@liquorlicenceplanners.com.au