

Cougar unleashes VOLT

VOLT, a 7 per cent ABV energy drink in a 300ml slimline can.

As the latest release from the Cougar Bourbon franchise, VOLT offers the full flavour of the highly rated Cougar Bourbon in a smooth and refreshing energy drink that includes the added kick of taurine and caffeine. Cougar VOLT will be a key player in the emerging Bourbon and energy segment.

The Cougar brand has long been associated with unpretentious and uncomplicated fun. Recent advertising featuring Barry Dawson have been well received by the target audience. 'The Master', as he is known, has achieved cult status among Bourbon drinkers for his prowess in all manner of 'man-skills'.

VOLT's summer campaign includes radio, outdoor and music festival presence.

Karloff.. Not Really Russian

Karloff has launched a new range of 7 per cent ABV ready to drink products, available in three flavours; Karloff Energy, Karloff Lime & Soda and Karloff Ginger Beer & Lime.

Karloff Vodka is the number three Vodka brand in the Australian market and this new range of RTDs is set to capitalise on the Vodka category growth. If you thought that Russell Crowe was Australian, spaghetti was from Italy and that French fries were from France, you'd be wrong. First impressions are misleading. Karloff may sound like your typical Russian vodka, but it's not. It's named after Boris Karloff, a Hollywood actor who's actually English and whose real name is William Pratt.

Proving that vodka doesn't have to come from the frozen wastelands of Siberia to be a big hit down under, the Not Really Russian Karloff is one of Australia's favourite quality vodkas. Karloff Vodka has a clean aroma and is velvety and smooth on the palate with a hint of spice that provides a distinctive fresh, sharp finish. Each 250ml can contains 1.4 standard drinks.

Fifth Leg tees off

Fifth Leg's latest incarnation is Golf Dog – a talented young player who delivers bang for your putt.

The Fifth Leg dog celebrates the arrival of each new vintage with a quirky adventure that represents the easygoing nature of the Western Australia lifestyle. Previous vintages have seen the dog as bongo player, sun lounge, scuba diver, surfer, rocker, fisherdog and backyard cricketer.

This year it is golf, and the wines, the Fifth Leg White 2007 and Fifth Leg Red 2006, are the first releases from the new Fifth Leg golf range.

These wines are typical of the Fifth Leg style – bright, bold, drink now-wines loaded with outstanding West Australian fruit. It's this style that has made the Fifth Leg Red the number one selling West Australian bottled red and the Fifth Leg White the number three West Australian bottled white wine. (Nielsen ScanTrack Liquor, all figures based on MAT to August 31)

Cascade Tiger hits urban jungle

The Cascade Tiger leaves the wilderness for the urban jungle in Cascade Premium's new marketing campaign.

Cascade's Tasmanian tiger stars in a new television commercial and features on Cascade labels, packaging, website and advertising. The image of the Tasmanian tiger has long been closely identified with Cascade's iconic brews and the new ad transports the Tasmanian tiger from its original wilderness to an upbeat urban jungle.

"Our Tiger needed a new look to stay ahead in the premium category," said Foster's Group Marketing Manager.

"Cascade Premium is competing with increasing numbers of international brands in the premium category so our tiger had to leave the wilderness and go to the party."

Investment in the Cascade portfolio, which is headlined by Cascade Premium and Cascade Premium Light, includes refreshed packaging, which aims to build on Cascade's appeal and continue to build its popularity in the premium beer segment nationally. Cascade Premium's growth in value and volume continues to outpace the premium category's overall growth.



Australia's fastest growing beer

The new TV commercial features a beautifully shot utopian world where Pure Blonde is gathered by a beautiful blonde race. This 'perfect' world is rudely interrupted by an 18-wheeler truck and its driver to collect the beer and deliver it to the 'real' world.

Pure Blonde has been a huge hit with drinkers and is now the country's sixth biggest regular beer brand, with a sales trajectory of 122.3 per cent year on year volume growth (pack and draught combined). The newly formed segment of low carbohydrate beers is growing at 144.9 per cent (volume) and holds a 4.4 per cent volume share of total regular beer.* Pure Blonde, as low carb leader, is the key driver of the segment growth and holds a 76.5 per cent volume share for the quarter to August 31.

The campaign includes free-to-air and pay TV, airport sampling and advertising, in flight TV, cinema advertising and outdoor.

*Source: Fosters Group Calculation based in part on data reported by Nielsen through its ScanTrack Liquor Service for the Beer Category, Low carbohydrate segment (Fosters Group Defined) for the MAT period ending 31 August 2007 for the Australian off premise liquor market. Copyright © 2007, The Nielsen Company.

