

Fact sheet

AMARULA CREAM

THE SPIRIT
OF
Africa

CLASSIFICATION

Cream Liqueur

SKU

64990 6 x 1 L

65019 12 x 750 ml

65064 12 x 375 ml

65057 8 x (12 x 50 ml)

COLOUR

Light brown to caramel

TASTE

Fresh, smooth and well-rounded.

Full, creamy taste; with hints of exotic marula fruits enjoyed both in the taste and aftertaste.

SHELF LIFE

24 Months

(12 months for 50 ml pack)

ABV

17%

STORAGE

In original, unopened packaging under controlled storage conditions, with max. temperature of 20°C. Once opened, refrigerate, and consume within 6 months.

INGREDIENTS

Water, Cream, Sugar, Alcohol (Neutral Spirit, Marula Spirit), Stabilisers, Colourant, Flavouring, Emulsifier
Allergens: Contains milk and soya

COLOURANTS

Caramel & E110

ENERGY

1264 kJ/100 ml

VARIANT ROLE

Recruit new users

SUGAR

181 g/L

TARGET CONSUMER

Males and Females, 24 to 35 years

OCCASION / NEED STATE

Chill together,, Sharing occasion

FOCUS CHANNELS

- Grocers
- Mainstream
- Bulk Liquor Stores
- On-trade

COMPETITORS

Wild Africa, Bailey's, Strawberry Lips, Nature's Own

FUNCTIONAL BENEFIT

A velvety-smooth cream liqueur since its introduction in September 1989; infused with the real, exotic, and distinctively smooth taste of the marula fruit spirit.

EMOTIONAL BENEFIT

Enjoy the infectious spirit that allows you to revel in 'being carefree'

BRAND ESSENCE

Real, Free Spirit

CONSUMER TYPOLOGY

Trend Adopters



NO ALCOHOL MAY BE SOLD TO PERSONS UNDER THE AGE OF 18.

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