

Fact sheet

AMARULA VANILLA SPICE

THE SPIRIT
OF
Africa

CLASSIFICATION

Cream liqueur

COLOUR

Ivory

TASTE

Lighter and more aromatic than the original with notes of fragrant Madagascan vanilla and a hint of African ginger. Carefully crafted to preserve the rich and distinctive cream liqueur taste of Amarula, using only sustainably sourced ingredients from Africa.

SHELF LIFE

24 Months

ABV

15.5%

STORAGE

In original, unopened packaging under controlled storage conditions, with max. temperature of 20 degrees.

INGREDIENTS

Water, Cream, Sugar, Alcohol (Neutral Spirits, Marula Spirits), Stabilisers, Flavouring, Emulsifier
Allergens: Contains Milk & Soya

SUGAR

17 g/100 ml

ENERGY

1182 kj/100 ml

VARIANT ROLE

- Providing a festive treat
- Recruit new consumers
- African origins with accent ingredients

TARGET CONSUMER

Males and Females, 24 - 35 years

OCCASION / NEED STATE

Sharing occasion

FOCUS CHANNELS

- Grocers
- Mainstream
- Speciality stores
- E-commerce retail

COMPETITORS

Bailey's

FUNCTIONAL BENEFIT

Lighter and more aromatic than the original with notes of fragrant Madagascan vanilla and a hint of African ginger. Carefully crafted to preserve the rich and distinctive cream liqueur taste of Amarula, using only sustainably sourced ingredients from Africa.

EMOTIONAL BENEFIT

Enjoy the Spirit of Africa in new ways.

BRAND ESSENCE

Real Free Spirit

CONSUMER TYPOLOGY

Experience seekers

SERVING SUGGESTION...

Serve chilled over ice, or to uplift hot drinks, coffees and milky lattes. Try it in baked desserts or in a Don Pedro for a spicy twist.

