

Fact sheet

AMARULA VEGAN

THE SPIRIT
OF
Africa

CLASSIFICATION

Plant-based cream liqueur

COLOUR

Light brown/caramel

TASTE

This addition to the Amarula family is perfectly balanced for an exotic taste sensation with gentle notes of caramel, vanilla and creamy coconut, finished off with the complex notes of the distinctive Marula fruit, for any-time, feel good indulgence.

SHELF LIFE

24 Months

ABV

15.5%

STORAGE

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

INGREDIENTS

Water, Alcohol (Neutral /Marula Spirits), Sugar, Stabilisers, Coconut Oil, Flavouring, Emulsifiers
Allergens: Contains Soya

SUGAR

12.4 g/100 ml

ENERGY

1020 kj/100 ml

VARIANT ROLE

- Attracting lactose intolerant & health conscious consumers to the non-dairy cream category.
- Recruit new consumers.

TARGET CONSUMER

Males and Females who are plant-based lifestylists: vegans, vegetarians, flexitarians and dairy reductionists: lactose intolerant, dairy allergen.

OCCASION / NEED STATE

Sharing occasion

FOCUS CHANNELS

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

COMPETITORS

Bailey's

FUNCTIONAL BENEFIT

An exotic taste sensation with gentle notes of caramel, vanilla and creamy coconut, finished off with the complex notes of the distinctive Marula fruit.

EMOTIONAL BENEFIT

Enjoy the Spirit of Africa, without compromise.

BRAND ESSENCE

Real Free Spirit

CONSUMER TYPOLOGY

Experience seekers



PLANT BASED



DAIRY FREE



GLUTEN FREE



NUT FREE



FREE FROM
ARTIFICIAL
COLOURS &
FLAVOURS