

RICHELIEU INTERNATIONAL FACT SHEET



750ml

CHARACTER

Richelieu International is a blended brandy in the fine French Tradition, bred from the heart of selected grapes to a rich, rewarding, full-bodied bouquet; its mellow maturity flows from a minimum of three years in casks of French oak; its purity from the fine art of French copper pot distillation.

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TASTING NOTES

Colour: Warm golden amber.

Nose: Aromas reminiscent of ripe plums and prunes, vanilla, mocha and a hint of almonds.

Taste: Very refreshing, full-bodied flavour on the palate with a smooth, clean and dry finish.

Serve: Supreme mixability - French style.

TARGET MARKET PROFILE

The contemporary SA man wanting to enjoy the good things in life. He sees himself as a real man's man.

CONSUMER INSIGHT

No matter what his interests are, he wants to have some know-how (savoir-faire) about them, because he wants to show that he's "in the know".

PRODUCT FEATURES / ATTRIBUTES

Craftsmanship: made in the Cognac tradition, matured in French oak for a minimum of three years and double-distilled.

Internationalism: French-style brandy-making in SA, world's best blended brandy.

FUNCTIONAL BENEFIT

Fabulous French flavour: a full-bodied, richer, sweeter, darker, rewarding French-style brandy.

EMOTIONAL BENEFIT

French Savoir-Faire (what).

Like a shot of French testosterone, a little bit French, unmistakably one of the boys, confidently "in the know", successful, worldly-wise (how).