

Bringing innovative drinks brands to
travellers around the world

LIQUOR

2026



BROTHER'S BOND
STRAIGHT BOURBON WHISKEY



MOATWOOD
ENGLISH PREMIUM GIN



PALMARÁE
✿ GIN PREMIER CRU ✿

Nice

茅台不老
MOUTAI BULAO
CHINESE BAIJIU

dangerous[®]
DON
Mezcal Artesanal

EL SUEÑO
MODA

TEQUILA
TROMBA[®]



WELCOME TO GMAX TRAVEL RETAIL

GMAX Travel Retail was founded by myself in 2020 with the aim of bringing new and innovative brands to the Global Travel Retail business.

I am delighted that 3 years on after linking up with Tim Young a well-known expert in the liquor industry we have assembled a portfolio of drinks brands and accessories that match our vision. They all have exciting stories to tell and I believe meet the needs of today's travellers.

I invite you to browse this brochure and take a look at these wonderful brands. Tim and I would love to get your feedback and look forward to hearing from you.

A handwritten signature in white ink, appearing to read "Garry Maxwell", with a long horizontal flourish extending to the right.

GARRY MAXWELL



WWW.AUVODKA.CO.UK

OUR STORY



AU VODKA IS OFFICIALLY THE UK'S FASTEST GROWING COMPANY!

- GROWTH INDEX -

AU VODKA IS THE UK'S NO.1 ULTRA-PREMIUM VODKA BRAND, CONSISTENTLY OUTPERFORMING LEGACY BRANDS. RENOWNED FOR OUR ICONIC GOLD BOTTLES AND A BRAND THAT WAS BORN IN THE HEART OF WALES THAT HAS GROWN EXPONENTIALLY TO BECOME THE MOST POPULAR AND SOUGHT AFTER VODKA IN THE UK. FOLLOWING OUR HUGELY SUCCESSFUL LAUNCH INTO EUROPE, WE HAVE NOW REACHED AN INCREDIBLE MILESTONE COMPLETING OUR LAUNCH INTO THE USA.

OUR VODKA HAS RECEIVED NUMEROUS AWARDS, TAKING HOME A NUMBER OF MEDALS AT THE PRESTIGIOUS SPIRIT MASTERS AWARDS HOSTED BY THE SPIRIT BUSINESS. WE GAINED A MASTERS MEDAL FOR AU VODKA ORIGINAL, A GOLD MEDAL FOR OUR AU VODKA GREEN WATERMELON AND SILVER MEDALS FOR OUR BLACK GRAPE, BLUE RASPBERRY AND FRUIT PUNCH FLAVOURS.

FROM GOLD BOTTLES TO GLOBAL DOMINATION
EXPANDING RAPIDLY IN EUROPE AND ROW, EXPORTING OVER A MILLION BOTTLES WORLDWIDE.

EXPLOSIVE GROWTH

FROM £700K IN 2020 TO £86.5M IN 2024, AU BECAME THE UK'S FASTEST-GROWING BRAND.



AU VODKA HEADQUARTERS, UK - OWNER CHARLIE MORGAN (LEFT), CHARLIE SLOTH (MIDDLE), JACKSON QUINN (RIGHT)

THE **SPIRITS BUSINESS**



BRIGHTPEARL LIGHTNING
50 WINNER (2020)

NIQ

UK'S BEST SELLING
PRE-MIXED DRINKS (2023)

SOCIAL MEDIA FOLLOWING & ENGAGEMENT



307K FOLLOWERS
9M LIKES
9.2M MOST VIEWS



439K FOLLOWERS
14.7M MOST VIEWS



329K FOLLOWERS
199 LIKES

AU VODKA MARKETING

A LARGE PART OF SUCCESS WAS ACHIEVED WHEN CHARLIE SLOTH (UK DJ AND CELEBRITY) BOUGHT INTO THE COMPANY, HELPING AU TAKE OVER THE UK URBAN AND HIP HOP SCENE. USING IMAGERY AND VIDEOS WITH THE BIGGEST AND THE BEST ARTISTS AND INFLUENCERS IN THE UK ON SOCIAL MEDIA. TAKING AU VODKA TO THE NEXT LEVEL INCREASING INSTAGRAM FOLLOWERS TO OVER 330K. THE CELEBRITY AMBASSADORS KEEP GETTING BIGGER WITH GLOBAL SUPER STAR ARTISTS AND ATHLETES GETTING INVOLVED SUCH AS RONALDINHO, TYSON FURY AND JAKE PAUL.

AU VODKA STRIVES TO CREATE DISRUPTIVE AND EPIC SOCIAL MEDIA CONTENT FEATURING THE BIGGEST GLOBAL STARS IN SPORTS, CONTENT AND MUSIC. GAINING OVER 1 BILLION IMPRESSIONS. AU CREATES VIRAL CAMPAIGNS, THESE CAMPAIGNS BRING NEW AUDIENCES TO AU VODKA, GENERATE EXCITEMENT AND HYPE AROUND THE BRAND AND IT'S PRODUCTS.

AU VODKA'S HIGH SOCIAL MEDIA ENGAGEMENT STATS

1	AU VODKA	166
2	AVIATION	130
3	TITOS	96
4	818	80
5	CASAMIGOS	78
6	BELVEDERE	62
7	BELUGA	34
8	CHASE	34
9	GREY GOOSE	32
10	CIROC	23

MARKET LEADERS IN SOCIAL ENGAGEMENT AND RECOMMENDATIONS THROUGH REFERRAL MARKETING



AUGUST 2025 REELS

AU VODKA THE INTERNETS MOST POPULAR SPIRITS BRAND IN THE WORLD!

- STUDY BY FENTIMANS (THE SPIRITS BUSINESS) -



AU VODKA TRAVEL ACTIVATIONS

OVER 7FT
TALL



WORLD'S LARGEST VODKA BOTTLE

AU VODKA NOW HOLDS THE WORLD RECORD FOR THE LARGEST VODKA BOTTLE TO EVER EXIST. THIS GIANT VODKA BOTTLE IS A SYMBOL OF OUR SCALE & AMBITION TO PUSH BOUNDARIES & CREATE UNFORGETTABLE EXPERIENCES.



2.1M TALL
300KG
250L



CHRISTMAS TREE

AU VODKA'S LATEST ACTIVATION SHOWCASES THE STUNNING BOTTLE CHRISTMAS TREE IN LONDON LUTON AIRPORT. THIS FESTIVE ACTIVATION OFFERS CUSTOMERS A CHANCE TO GRAB LAST-MINUTE HOLIDAY GIFTS WHILE TRAVELING.



100K+
IMPRESSIONS
20K+
INSTAGRAM LIKES

AU VODKA AIRPORT SPACES & POP UP BARS

AU VODKA IS EXPANDING ITS PRESENCE NOT ONLY IN AIRPORTS, BUT ALSO ONBOARD LEADING AIRLINES AND MAJOR FERRY OPERATORS.

AVAILABLE IN DUTY FREE AND ON AIRLINES, IT'S THE PERFECT HOLIDAY GIFT OR TRAVEL INDULGENCE. EXPERIENCE THE BRAND FOR YOURSELF AT ONE OF OUR MANY ACTIVATIONS AND POP-UP BARS.

AU VODKA CONTINUES TO SOAR IN TRAVEL RETAIL SPACES, PARTNERING WITH MAJOR AIRPORTS AND AIRLINES. WITH ITS BOLD BRAND PRESENCE, IT'S IMPOSSIBLE TO MISS.



TRAVEL RETAIL SPACES



AU VODKA FLAVOUR COLLECTION

5CL COLLECTION

ORIGINAL, BLACK GRAPE, BLUE RASPBERRY, PINK LEMONADE, STRAWBERRY BURST, JUICY PEACH (PET 5CL OPTIONS AVAILABLE)

35CL COLLECTION

BLUE RASPBERRY, JUICY PEACH

70CL COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE, FRUIT PUNCH, GREEN WATERMELON, STRAWBERRY BURST, BUBBLEGUM, PINK LEMONADE, COSMIC BERRIES, PINEAPPLE CRUSH & JUICY PEACH.

1.0 LITRE COLLECTION

ORIGINAL, PINK LEMONADE, BLUE RASPBERRY, BUBBLEGUM, JUICY PEACH, STRAWBERRY BURST

1.5 LITRE COLLECTION

ORIGINAL, FRUIT PUNCH, BLUE RASPBERRY

3 LITRE COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE & FRUIT PUNCH



NEWEST FLAVOUR
JUICY PEACH



BEST SELLER
BLUE RASPBERRY
AVAILABLE AS 1L, 70CL, 35CL



AU VODKA US & GLOBAL TAKEOVER

OVER

220,000 JUICY PEACH BOTTLES SOLD
IN 4 MONTHS (SINCE LAUNCH)



WESLEY SNEIJDER



ORGANIC AMBASSADOR


WILL SMITH



US AMBASSADOR



LIQUOR STORE DISPLAYS
HAVE STARTED LANDING
ACROSS THE STATES


**TOTAL
IMPRESSIONS
100M+**



**BIGGEST
EVER**

USA E-COM LAUNCH

300+
A-LISTER GIFTING

7M+

**UGC
IMPRESSIONS**





AU VODKA PRE-MIXED CANS UK'S BEST SELLING RTD, SELLING 1 MILLION EVERY WEEK

- NIELSON DATA -

OUR AU VODKA READY-TO-DRINK COLLECTION ARE THE BEST SELLING PRE-MIXED CANS IN THE UK.

INSPIRED BY OUR SIGNATURE COLLECTION OF FLAVOURS, AU VODKA CANS ARE THE PERFECT DRINK FOR ANY OCCASION.

NOW LAUNCHED IN THE USA STARTING WITH THE FLAVOURS **BLUE RASPBERRY**, **PINEAPPLE CRUSH** AND **JUICY PEACH**.

PRE-MIXED VODKA SODA

5% ABV / 330ML

FULL PRE-MIXED CAN FLAVOUR RANGE



BLUE RASPBERRY
CHERRYADE

PINK LEMONADE
JUICY PEACH

BLACK GRAPE
PINEAPPLE CRUSH

**JUICY PEACH RTD SOLD OUT IN
THE FIRST WEEK OF LAUNCH!**

AU VODKA'S NEWEST PRE-MIXED CAN FLAVOUR
JUICY PEACH

BEST SELLING UNIT (UK)



NEWS

AU VODKA SELLS 1 MILLION CANS EVERY WEEK!

AU VODKA CANS ARE OFFICIALLY THE BEST-SELLING RTD ACROSS THE UK, SELLING 1 MILLION CANS EVERY WEEK FOR THE LAST 12 WEEKS.

Au⁷⁹
VODKA

NIESLON DATA 12 WEEKS ENDING 14.06.25



STRAWBERRY BURST & BLUE RASPBERRY

ULTRA



**NEW CAFFEINATED CANS
2 FLAVOURS**

7% ABV / 500ML

**LARGER CAN 500ML
HIGHLY CAFFEINATED
25MG CAFFEINE PER 100ML**



AU VODKA BAR QUALITY COCKTAILS IN A CAN

2 FLAVOURS
8% ABV / 200ML

WE'VE COMBINED OUR AWARD-WINNING AU VODKA WITH TROPICAL FLAVOURS TO CREATE TWO REFRESHING, NITRO-INFUSED COCKTAILS.

ENJOY THE SWEET STRAWBERRY DAIQUIRI. MADE WITH THE FINEST STRAWBERRIES, AND THE EXOTIC BLUE HAWAIIAN. BLENDING PINEAPPLE AND COCONUT. BOTH OFFER A SMOOTH FINISH, PERFECT FOR ANY OCCASION.

OUR COCKTAIL CANS ARE PERFECTLY MEASURED AND READY TO DRINK. BEST SERVED CHILLED, Poured OVER ICE. FLAVOURED SPIRIT DRINK.

STRAWBERRY DAIQUIRI
BLUE HAWAIIAN





AU VODKA TRAVEL

#1
MOST FOLLOWED
SPIRITS BRAND



TIME TO BOND.™

RANKED ONE OF THE
5 BEST
WHISKIES IN THE WORLD

~ Forbes



WITH AWARD WINNING TASTE.



BROTHER'S BOND

SMALL BATCH WHISKIES

BrothersBondBourbon.com



A LEGACY OF BONDING OVER BOURBON

Born from a shared passion for whiskey, **Brother's Bond Bourbon** is the authentic creation of **Ian Somerhalder** and **Paul Wesley**, stars of *The Vampire Diaries*. More than just co-founders, they are lifelong friends and whiskey connoisseurs, actively involved in every step of the process.

Whiskey Experts at Heart – Ian and Paul's deep knowledge and dedication shape every expression.

Recognized Excellence – Ian Somerhalder was named Best Guest Palate of All Time by whiskey authority Fred Minnick.

Most Followed Spirits Brand on Instagram – Engaging a global community of over 83 million fans.

Exceptional Bourbon, Unmatched Quality

Brother's Bond is more than just a celebrity-backed brand—it's an award-winning whiskey that stands out in the spirits industry.

29 Industry Awards (and counting!)

Highly Rated – Respected by top whiskey critics, with multiple 93+ ratings, including up to 98 points

Crafted with hand-selected mash bills, meticulous small-batch blending, and an obsession with rich, complex flavors in perfect balance, every sip delivers an experience worth savoring.

A Growing Community of Bourbon Enthusiasts

While *The Vampire Diaries* fans have been the backbone of our journey, Brother's Bond is expanding its reach to "Spirit-Curious Millennials"—modern whiskey lovers seeking quality and connection.



Target Audience:

Ages 29-44

Balanced male & female audience

Above-average income, college-educated

Estimated 25 million potential consumers in the U.S.A.

More Than Whiskey—A Bonding Experience

At Brother's Bond, we believe bourbon is about bringing people together. Whether it's celebrating friendships, sharing stories, or raising a glass to new memories—

Every pour creates a bond. It's Time To Bond!



MOST FOLLOWED SPIRITS BRAND IN THE WORLD!

BROTHER'S BOND
SMALL BATCH WHISKIES

83M+ FOLLOWERS CROSS PLATFORM



12.7M+

Reached on top post in 2024

Key Audience

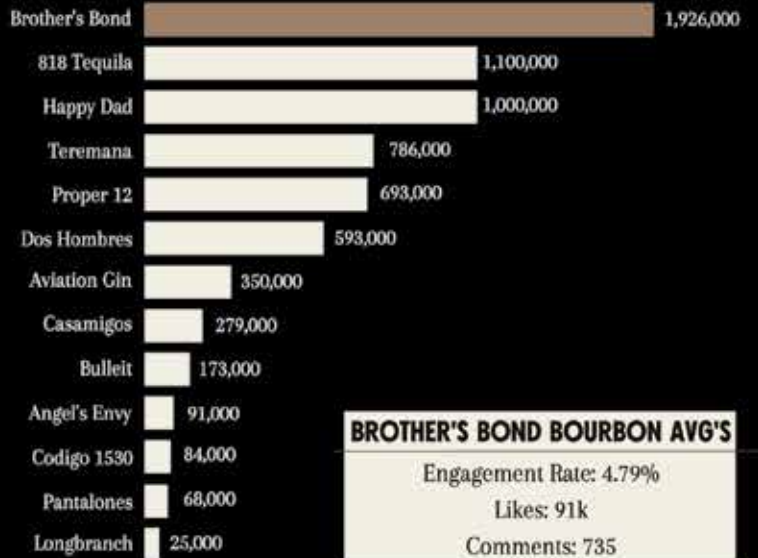
85% Female

74% (GEN Z & Millennials), 43% (21-24 Gen Z) & 31% (25-34 Millennials)

28M+

Views on top post in 2024

COMPETITORS



BROTHER'S BOND BOURBON AVG'S
Engagement Rate: 4.79%
Likes: 91k
Comments: 735

Engagement Rate 16X Better than Industry Average

Dash Hudson Food & Bev Instagram Benchmark: Avg ER for Large Brands - 0.3%

@BrothersBondBourbon

@IanSommerhalder

@PaulWesley



2.6M+



55M+



26M+

1.9M FOLLOWERS
135M IMPRESSIONS
MOST VIEWED POST: 27M VIEWS

338K FOLLOWERS
788.8K TOTAL LIKES
MOST VIEWED POST: 7.7M VIEWS

284K FOLLOWERS
287K VIEWS
AV PER MONTH

78.5K FOLLOWERS

PRESS - OVER 9BN+ IMPRESSIONS SINCE LAUNCH

Press highlights Brother's Bond Bourbon's strategic growth, industry partnerships, and a diverse range of whiskeys that cater to both new and seasoned bourbon enthusiasts



OUR COMMITMENT TO SUSTAINABILITY

Crafting exceptional bourbon while nurturing the planet, one grain, one bottle, and one acre at a time.

Our Mission

To create exceptional whiskey while preserving the planet for future generations—striving to transition our bourbon-making process to 100% regenerative practices.

Reach the tipping point of 100 million acres to Regenerative by 2030
Out of 1 billion U.S. farmland acres, with our partners, 34 million acres have transitioned to regenerative practices.

Why It Matters

In 2014, experts warn we have only **60 harvests left** due to global soil degradation.

Regenerative agriculture restores soil health, captures carbon and is a viable solution to our wellness, water, and climate crisis.

Our Impact So Far

We donate 1% of Revenue to Kiss the Ground*.

Every \$100 donated* = inspires + catalyzes the transition of 10 acres of farmland to regenerative practices.

We've supported the transition of **30K+ acres** to regenerative practices.
Generated **+10 M** impressions advocating for the cause.

Launched one of the first U.S. bourbon made with regenerative grains.
Saving 81 tons of CO2 annually with FSC-certified, locally sourced materials and bottles.



KISS THE GROUND
FOR REGENERATION

BROTHER'S BOND
SMALL BATCH WHISKIES

1% GOES BACK TO REGENERATIVE AGRICULTURE

"Kiss the Ground has had a tremendously positive effect on creating awareness of and accelerating the Regenerative movement."
-Gabe Brown, Founder, Understanding Ag.

*Los Angeles-based 501(c)(3) nonprofit organization

EVERY POUR BUILDS A BOND

Now in a bold new look.

Premium design that aligns with growing demand for **elevated craftsmanship** cues.





Enhanced **shelf visibility** with consistent brand design across all SKUs.


Move to more **sustainable** bottle.



EXPERIENCE OUR SMALL BATCH WHISKEYS **BROTHER'S BOND**

Dive into the world of Brothers Bond Bourbon, where each sip tells a story of craftsmanship, passion, and heritage. Each of our award-winning expressions invite you on a journey of exceptional flavors. Whether you're savoring a classic cocktail or enjoying a neat pour, our whiskeys are crafted to elevate every moment. Explore the collection and discover your new favorite today.

WATER SOURCE:	WATER TYPE:	DISTILLATION:	BARREL HEADS:	BARREL STAVES:
Glacial-Aquifer	Limestone	Copper Column & Pot-Doubler	Char #2	Deep Char #4
	STRAIGHT BOURBON STRAIGHT BOURBON WHISKEY	ALC. BY VOL. 40%	PROOF 80	Final Mash Bill: 65% Corn, 22% Rye, 13% (Wheat & Barley) Color: Sunset Gold Body: Balanced, round and velvety-smooth Aroma & Taste: Baked banana bread, dried fruit, warm rye spice and fresh cut oak
	FOR NEW BOURBON DRINKERS LOOKING FOR AN APPROACHABLE AND COMPLEX TASTE EXPERIENCE. Hand select three distinctive mash bills that are small-batch barrel blended (135 barrels per batch) to create a four-grain, high-rye bourbon whiskey. The result is a refined, rich and nuanced expression.			
	CASK STRENGTH STRAIGHT BOURBON WHISKEY	ALC. BY VOL. 57-59%	PROOF Barrel	Final Mash Bill: 65% Corn, 22% Rye, 13% (Wheat & Barley) Color: Old Gold Body: Big, zesty Aroma & Taste: Ripe Banana, Caramel & Vanilla, Walnuts & Dried Fruits (Apricot/Fig), Warm Rye Bread & Orange Honey, Leather & Subtle Smoke
	FOR BOURBON DRINKERS LOOKING FOR A RICH AND MORE COMPLEX TASTE EXPERIENCE. Limited Batch releases (2-3 per year) - Hand-select 70 of the finest Brother's Bond Bourbon barrels for each release. This expression is our four-grain high-rye bourbon in its undiluted form. Unfiltered, uncut, and bottled at barrel proof. The result remarkable richness, luxurious texture, and perfectly balanced taste.			
	RANKS AS ONE OF THE BEST STRAIGHT BOURBON WHISKEYS* Top Pick from 2023 & 2024 SF & NY World Spirits Competition Fred Minick's 2023 Top 100 American Whiskey			
	RYE AMERICAN BLENDED RYE WHISKEY	ALC. BY VOL. 47.5%	PROOF 95	Final Mash Bill: 77% Rye, 16% Corn, 7% (Wheat & Barley) Color: Dark Gold Body: Rich, creamy & full bodied Aroma & Taste: Candied dried fruits & Caramel, Ripe Pineapple & Vanilla cream, Mint, Rose Petals and Aromatic Grapes, Cinnamon & Brown Sugar
	FOR HIGH-END SPIRIT DRINKERS LOOKING FOR A FULL FLAVORED TASTE EXPERIENCE. Limited Batch release (2-3 per year) - Hand select between 70-135 barrels per batch, from four distinct mash bills, to create a four-grain rye whiskey that is well-rounded, nostalgic with a robust taste. Every sip leaves the palate full of bold, aromatic, spicy aromas and flavors in perfect balance.			
	BOTTLED-IN-BOND STRAIGHT BOURBON WHISKEY	ALC. BY VOL. 50%	PROOF 100	Final Mash Bill: 51% Corn, 39% Rye, 10% Rye Malt Color: Deep amber with hints of rich mahogany Body: Rich, velvety, indulgent Aroma & Taste: Candied Dark Dried Fruit, Rich Port Wine, Toasted Oak, Caramel Brown Sugar, Maple Syrup, Spicy Herbs & Leather
	FOR CONSUMERS SEEKING AUTHENTICITY & TRANSPARENCY. This rare high-rye straight bourbon, first released in 2024 with just 70 barrels, is distilled in Lawrenceburg, Indiana, and aged in a bonded warehouse for at least seven years in deeply charred oak barrels. Non-chill filtered to preserve its rich, complex character, it meets the strict standards of the Bottled in Bond Act of 1897, exceeding the required aging by three years.			
	RANKED AS ONE OF THE 5 BEST BOURBONS IN THE WORLD BY FORBES MAGAZINE* Double Gold - 2024 San Francisco World Spirit Competition, Double Platinum - ASCOT Awards, Double Gold - New York International Spirits Competition			

WATER SOURCE:	WATER TYPE:	DISTILLATION:	BARRELS:	COOPERAGE:
Pristine Deep Well Water	Limestone-Rich	Vendome Copper Column Non-Chill filtered	Lot 1 - Heavy Toast/Char #2 Lot 2 - Proprietary toast & char	West Virginia Black Swan
	REGENERATIVE GRAIN STRAIGHT BOURBON WHISKEY	ALC. BY VOL. 47.5%	PROOF 95	Final Mash Bill: 70.5% Corn, 14.7% Rye, 9% Wheat, 5.8% Malted Barley Color: Rich, deep, caramel-amber Body: Velvety, rich campfire warmth Aroma & Taste: Dreamy, full of caramel sweetness, and toasted oak Campfire marshmallow - well-seasoned oak firewood, roasted buttered corn, vanilla glaze.
	FOR ECO-CONSCIOUS PREMIUM SPIRIT AND BOURBON ENTHUSIASTS LOOKING FOR A NEW WHISKEY EXPERIENCE. Limited batch release (2024 - 3040 cases) - Hand selected 77 barrels for the 2024 batch. A nuanced three-year-old bourbon combined with a distinct six-year-old wheated bourbon both are meticulously crafted and aged using custom toast and char methods. 80% of the mash bill (wheat and corn) made with regenerative grains grown on American farms.			

WHAT SETS US APART?

BROTHER'S BOND® CASK STRENGTH STRAIGHT BOURBON WHISKEY

Most authentic
Most Awarded
95+ Ratings Consistently
Rich, powerful, very nuanced in perfect balance
Excellent cigar partner



BROTHER'S BOND® REGENERATIVE GRAIN STRAIGHT BOURBON WHISKEY

Most Sustainable
Pioneer in Regen Bourbons
Proprietary Char & Toasts
90+ Ratings



BROTHER'S BOND® AMERICAN BLENDED STRAIGHT BOURBON WHISKEY

Four-Grain Rye
Tons of flavor, texture and super balanced
Excellent for Cocktails
90+ Ratings



BROTHER'S BOND® STRAIGHT BOURBON WHISKEY

Approachable taste, luxurious body, & Complex flavors
First release Represents the Bond
Most Followed on IG
90+ Ratings



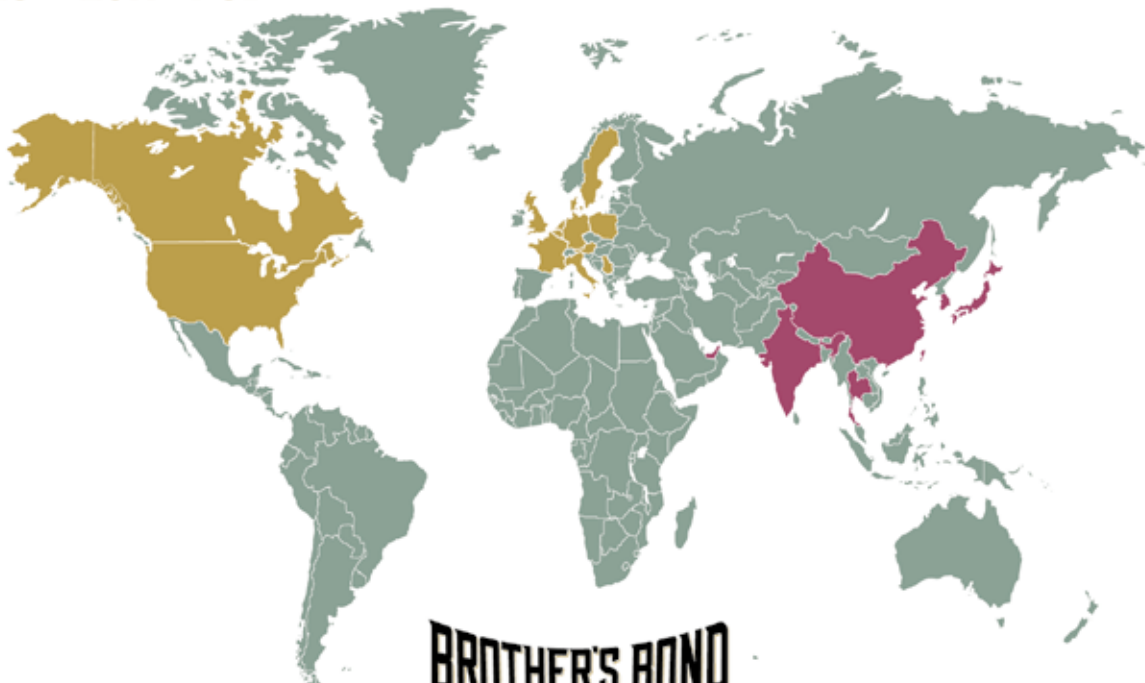
BROTHER'S BOND® BOTTLED-IN-BOND STRAIGHT BOURBON WHISKEY

Highest Rated
98 Points – SFWSC
Ranked 1 of 5 Top Bourbons in the World - Forbes/NYISC
Aged 7 Years (3 years longer than legally required)



BROTHER'S BOND IS AVAILABLE IN 47 STATES – 20K+ POD

GLOBAL EXPANSION INT'L MARKETS



■ In Market
■ Upcoming Launches

BROTHER'S BOND
SMALL BATCH WHISKIES

Blended Irish Whiskey

Flavour Forward Irish Whiskey

Introduction

Velvet Cap Triple Cask is a high malt content small batch Irish whiskey, produced at the Blackwater Distillery in County Waterford, Ireland.

Background

Velvet Cap was founded in 1880 by Thomas Power of Dungarvan. His vision was to create new and unique flavours through barrel maturation, and this continues to be the focus of the brand today.

Taste Profile

After blending, the whiskey is rested in a selection of Bourbon, Port, and Stouted Rye casks. The taste profile is layered but youthful. A firm foundation of malt sets the stage with well balanced vanilla, plum, and caramelized agave playing support. Chocolate bonbons with a rich sherry centre deliver on the promise of a stouted finish.



Velvet Cap Single Malt



Peated Sherry Cask Finish



100% Single Malt 700ml 40% ABV

Is it the turf-dried malt that gives Velvet Cap Peated Single Malt whiskey its distinct aroma, or is it the sherry casks in which it rests? Breathe it in: gentle peat smoke and biscuity malt tempered with a hint of Jerez. This is one well-balanced drop.

Nose: Toasted almond breakfast cereal with notes of butter scotch and peat

Palate: Bright pie cherry, walnut husk, heather, note of mint. Peated underbelly with rich, fruity grain backbone.

Finish: Long and mellow despite the touch of heat.

Bordeaux Cask Finish 5 Year Old



100% Single Malt 700ml 40% ABV

This bottle of Velvet Cap Single Malt Irish whiskey was matured solely in Bordeaux red wine casks for a full 5 years. This gives the whiskey its wonderful ruddy gold colour, and the delicious scent of freshly baked redcurrant madeleines.

Nose: Red currant, dark sweet wine, figs and fruit salad, fruit cake, must, brown sugar, caramelised muscat, pear

Palate: Dark cherry, vanilla, almond, dry biscuit, tannins, shortbread

Finish: Long lingering stone fruit and sultanas





VRUM

GREAT BRITISH RUM,
CRAFTED & DISTILLED
IN THE UK.



SHAPING WHAT **MODERN** **BRITISH RUM** SHOULD BE

At the heart of V Rum is a story of ambition and doing things differently. Founded by husband-and-wife entrepreneurs Carl Churchill and Nicole Churchill, V Rum marks their fifth business venture together, built on the same bold thinking that saw them achieve remarkable success in the fintech world, scaling and selling businesses with revenues of **over £200 million across 27 countries.**



V Rum is more than just another venture to them; it's a passion project brought to life with purpose. From humble beginnings in a small distillery tucked away in an old builder's yard, Carl and Nicole have reimaged what Great British rum can be. Today, that vision stands proudly in Southampton, **at their £2.5 million, state-of-the-art distillery which can produce up to one million litres a year.**

V Rum is proud to be one of a handful of UK distilleries to control every stage of production, from raw ingredients to the final spirit, ensuring quality, provenance, and consistency in every bottle.



THE VRUM RANGE



White Rum

PREMIUM • 40% Alc./Vol.

Crystal-clear and pristinely smooth, with delicate citrus and vanilla notes, designed to elevate classic and modern cocktails.

FORMATS: 70cl, 5cl



White Rum

OVERPROOF • 60% Alc./Vol.

Bold yet strikingly smooth, balancing power and refinement for unforgettable serves.

FORMATS: 70cl, 5cl



Spirit Drink

SPICED • 37.5% Alc./Vol.

Sumptuously sweet and golden, fusing warm spices, tropical citrus, and smoky pineapple for an indulgent experience.

FORMATS: 70cl, 5cl



SELECTED DISTRIBUTORS AND LISTINGS



MASTER of MALT

Matthew Clark

SAVOY
THE IVY



MODERN **GREAT BRITISH** RUM

At the heart of our Hampshire based distillery we have a fermentation capacity of 24,000L and two Holstein-crafted copper stills with a 2,000L distillation capacity. This gives us a one million litre distilling capacity per year.

Led by award-winning Head Distiller, Mikey Melrose, every batch is carefully refined to deliver balance, depth, and smoothness, with the capacity to produce up to one million bottles annually without compromising quality.

RTD'S: A FAST GROWING **PREMIUM OPPORTUNITY**

The UK RTD spirits market is rapidly expanding, driven by premiumisation and demand for quality, convenient serves.

V Rum RTDs were launched July 2025 and deliver bar-quality flavour with the same sustainable ethos, crafted for modern, on-the-go occasions, made with our premium Great British Rum.

The cans are available in three stunning flavours, Grapefruit Twist, Tropical Crush and Spiced Rum Cola.

Market expected to double from



\$2.5bn
to **\$5bn**
by 2035

Strong shift towards

PREMIUM & CRAFT



RTD category expected to

GROW
by CAGR of 6.5%
2025 > 2035.



LUXURY MEETS RESPONSIBILITY

At V Rum, sustainability is not an after-thought. The distillery is powered by renewable biomass energy and 100% green electricity, supported by an advanced heat recovery system and on-site rainwater harvesting.



First British Rum brand to use **100% RECYCLED** UK-made glass bottles

100% BRITISH

molasses to reduce transport emissions



Bottle labels are made from



95% sugarcane waste and 5% hemp

100% renewable electricity

powers our distillery and office space.



V-ISION FUND

20p from every bottle sale supports grassroots sustainability projects



FSC-certified packaging with over

90% recycled content



HEAT RECOVERY

systems used during production



BUILDING VISIBILITY & DEMAND

SELECTED APPEARANCES & PARTNERSHIPS

Channel 4 (Sunday Brunch) | ITV (Love Your Weekend) | Great Taste Book

London Dungeon (Merlin Entertainment) | Spirits Business Magazine

ITV 1 &
CHANNEL 4
TV coverage



V Rum Raises the Bar for British Spirits with Launch of New 100% Recycled Glass Bottle

~15M+
REACH
via PR, Ads and
print

2.8M+
REACH
via Influencer /
partnerships



NOTABLE EVENTS

LOCAL: Top 50 Cocktail Bars | RumFest | Big Festival

INTERNATIONAL: TFWA Cannes and Singapore | Prowein | BCB Berlin



146K
FOOTFALL
across 24 event
in 2025



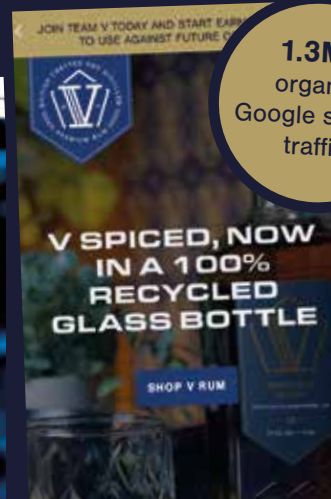
61K
VIEWS
London
Dungeon
campaign



18.7M+
owned social
impressions



1.3M+
organic
Google search
traffic



MOATWOOD

ENGLISH PREMIUM GIN



Reinvigorating the planet, one sip at a time...





Moatwood Gin, a premium gin born out of a 3000-acre regenerative farming project. Launched to great acclaim in 2024, Moatwood is showing no sign of slowing down.



WILD-FORAGED STARFLOWER re-wilding 3000-acres of UK countryside



SUSTAINABLE, SINGLE-SHOT sustainable small batch production method



1% FOR THE PLANET re-storing coastal ecosystems around the world

Our unique combination of maceration and vapour extraction, tailored to each botanical, delivered a gin with exceptional clarity and character, whilst ensuring we are the smoothest gin on the market.

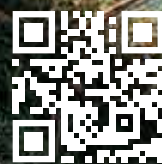
CRAFTED ON THE WILD CORNISH COAST



CRAFTED ON THE WILD CORNISH COAST




TARQUIN'S

CORNISH GIN



SCAN HERE FOR
OUR WEBSITE

WWW.TARQUINSGIN.COM

Follow us — @tarquinsgin   

PLEASE DRINK RESPONSIBLY



CORNISH GARDEN

FRESHER THAN FRESH,
TRANSPORT YOURSELF TO A COASTAL GARDEN

.....
INGREDIENTS:

- 50ML: *Tarquin's Cornish Dry Gin*
- 25ML: *Elderflower Liqueur*
- 75ML: *Apple Juice*
- 15ML: *Lime Juice*
- GARNISH: *Mint Sprig & Cucumber Ribbon*

.....
METHOD:

Add all ingredients to a shaker with lots of ice and shake until deeply chilled. Double strain into a high-ball glass filled with ice. Garnish with a cucumber ribbon & a sprig of mint



SCAN HERE FOR
OUR COCKTAILS

WWW.TARQUINSGIN.COM
Follow us — @tarquinsgin   

PLEASE DRINK RESPONSIBLY

Nice

SAUVIGNON BLANC

Dry. Crisp. Wink of Peach.

OUR SAUVIGNON IS YOUR WING-WINE FOR WHENEVER. DRY, LIVELY AND A LITTLE BUT FRUITY, THIS ONE GOES AS WELL WITH A SANDWICH AS A SEARED SCALLOP PUREE. LOVE IT CHILLED OR CHILLING OUT, UP TO YOU.

COMING FROM THE LA MANCHA REGION IN SPAIN, OUR SAUVIGNON BLANC IS A CLASS CRISP WHITE WINE.

BODY — * — Light Heavy	TASTE — * — Dry Sweet	ABV 11%
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MERLOT

Juicy. Smooth. Wicked Depth.

THIS MEDIUM-BODIED MERLOT HAS WICKED DEPTH AND GIVES REDS A GOOD NAME. HAILS FROM LANGUEDOC-ROUSSILLON, FRANCE, AND WILL HAPPILY CHARM YOUR FRIENDS GIVEN HALF A SIP.

BIG ON TASTE, YET SMOOTH AS YOUR BEST ONE-LINERS; JUICY AND DELICIOUS.

BODY — * — Light Heavy	TASTE — * — Dry Sweet	ABV 11%
-------------------------------------	------------------------------------	-------------------



Nice

PALE ROSÉ

Dry. Proudly pale. Flash of Strawberry.

THIS PINK'S A CATCH. CRISP, FRESH AND BRAZENLY FRENCH, IT LOVES A PARTY, A PICNIC OR A TEMPTING SOFA. HAPPY TO GO ANYWHERE, AS LONG AS IT'S WITH YOU.

A CLASSIC FRENCH PALE ROSÉ FROM THE LANGUEDOC-ROUSSILLON REGION. A GRENACHE THAT'S DRY & CRISP WITH HINTS OF DRIED STRAWBERRIES.

BODY — * — Light Heavy	TASTE — * — Dry Sweet	ABV 11%
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SPARKLING WHITE

Dry. Crisp. Sparkly.

SPARKLING, AND HERE FOR A GOOD TIME, THIS SPANISH AIRÉN FROM LA MANCHA, SPAIN, HAS ALL THE FUN OF A WHITE WINE BUT WITH EXTRA PARTY APPEAL.

WHETHER YOU'RE RAISING A TOAST TO LIFE'S SMALL WINS, OR AN EVENING OF ALL NIGHT DANCING, THIS DRY SPARKLING WINE WILL ADD SHIMMER TO ANY MOMENT.

BODY — * — Light Heavy	TASTE — * — Dry Sweet	ABV 11%
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茅台不老

MOUTAI BULAO

Since 1984

From China's highest-valued liquor company - Kweichow Moutai Group's subsidiary, Kweichow Moutai Winery (Group) Health Wine Co., Ltd.

Specifically designed for the international market - "No Pressure" Drinking

The first Moutai baijiu infused with Longan, Angelica Dahurica, Wolfberry, and Hawthorn

Aged for a minimum of 3 to 5 years before blending and bottling



**Chinese
Baijiu**

茅台不老

MOUTAI BULAO

What is baijiu?

A clear, distilled alcohol fermented using a unique ancient ingredient called qu (曲). It has been produced in China for thousands of years and is typically consumed at formal banquets, state occasions and where status is required.

125ml



Product Information

Aroma Type:

Sauce aroma

Alcohol:

53% vol. 106 Proof

Net Content:

125ml

Country of Origin:

Guizhou, China

Ingredients:

Baijiu (Sorghum, Wheat, Water from the Chishui River at Moutai Town), Longan, Angelica Dahurica, Wolfberry, Hawthorn

TASTING NOTES

ON THE NOSE:

Hawthorne berries, ripe lychee, hints of roasted Espresso

ON THE PALATE:

Honeyed figs and jasmine, sweet & mellow, a silky mouthfeel

ON THE FINISH:

A lengthy and complex finish, without the fiery palette

BULAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老单瓶装 礼盒

Moutai Bulao

One Bottle Gift Set



Perfect
Gift Choice

Moutai Bulao Gift Set Includes

- One Bottle of 125ml Moutai Bulao
- Two Emperor Tasting Glasses

Bottle Opening Ceremony - Innovative Celebration

1. Hold the bottle
with one hand



2. Pull the strap with
the other hand



3. Pull upwards



BULLAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老四瓶装
礼盒

Moutai Bulao

Four Bottles Gift Set



Perfect
Gift Choice

Moutai Bulao Gift Set Includes

- Four bottles of 125ml Moutai Bulao
- 4 Limited Edition Baijui Glasses

Bottle Opening Ceremony - Innovative Celebration

1. Hold the bottle
with one hand



2. Pull the strap with
the other hand



3. Pull upwards



BULLAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老

蓝色经典

Moutai Bulao

Classic Blue

Moutai Bulao Classic Blue boasts a smooth body and harmonious flavors with a long-lasting aroma, perfect for business banquets, gatherings, celebrations, leisure, and gifts.

500ml



Product Information

Aroma Type:

Sauce aroma

Alcohol:

53% vol. 106 Proof

Net Content:

500 ml

Country of Origin:

Guizhou, China

Ingredients:

Baijiu (Sorghum, Wheat, Water from the Chishui River at Moutai Town), Longan, Angelica Dahurica, Wolfberry, Hawthorn

TASTING NOTES

ON THE NOSE:

Hints of dried longan, floral notes, and subtle sweetness

ON THE PALATE:

Smooth with flavors of caramelized fig, honey, and a silky texture

ON THE FINISH:

Long and elegant, with lingering vanilla and roasted nuts

BULAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老

蓝色经典

Moutai Bulao

Classic Blue

Buy a Moutai Bulao
Classic Blue (500ml)
and get a
complimentary set of 4
Baijiu glasses and 1
dispenser jar



BULAO
MOUTAI





酒鬼酒

Master Huang Yongyu's First
Generation Masterpiece

Master Huang Yongyu personally designed

The Drunken Wine Bottle,

also known as The Sack Bottle,

as a sincere gift from Jiuguai Wine.



750ml

Product Information

Aroma:

Fuyu Baijiu

ABV:

54%

Ingredients:

Sorghum, glutinous rice, rice, wheat and corn

Tasting Notes:

This has a cheese aroma with
a bit of everything going on.

A complex flavour with a clean finish.

Description

Founded in 1956 Jiuguai became
a publicly listed corporation.

In 2005 the Hunan Provincial Science and
Technology Department recognized Jiuguai
as a new category of extra strong baijiu
made with a blend of big and small Qu.

TRAVEL RETAIL
EXCLUSIVE



酒鬼酒

Master Huang Yongyu's First Generation Masterpiece Master Huang Yongyu personally designed The Drunken Wine Bottle, also known as The Sack Bottle, as a sincere gift from Jiuguai Wine.



Buy a Jiu Gui Jiu Li Series (750ml) and receive a complimentary ceramic gift set.



TRAVEL RETAIL
EXCLUSIVE



dangerousTM DON

Mezcal Artesanal

Dangerous Don, the mezcal that combines the gift of celebration with tradition. Raise a glass and embark on an extraordinary journey that Honours the past while embracing the joyous moments of the present.

Produced in Oaxaca, the heart of Mexico. We preserve the time-honoured traditions of artisanal Mezcal making, while distilling it with new, fresh and vibrant flavours



DANGEROUS DON

ESPADIN

Soft & Floral



HEART		<i>Espadin</i>
ABV		45%
REGION		<i>Santa Maria Quiérolani, Oaxaca</i>
PRODUCER		<i>Juan Nacho Diaz Cruz</i>

DISTILLATION

Double distilled in copper still

APPEARANCE

Cristal & Bright

NOSE

Soft & floral

PALETTE

Light with hints of tropical fruit

DESTILADO CON

CAFÉ

Rich & chocolatey



HEART		<i>Espadin</i>
ABV		48%
REGION		<i>Santiago Matatlan, Oaxaca</i>
PRODUCER		<i>Celso Martinez Lopez</i>

DISTILLATION

Double distilled in copper still, then distilled for the third time with roasted Oaxacan coffee

APPEARANCE

Cristal & Bright

NOSE

A chocolate aroma with hints of roasted coffee

PALETTE

Rich & smooth, with subtle coffee notes

DESTILADO CON

MANDARINA

Delicate & Zesty



HEART		<i>Espadin</i>
ABV		48%
REGION		<i>Santiago Matatlan, Oaxaca</i>
PRODUCER		<i>Celso Martinez Lopez</i>

DISTILLATION

Double distilled in copper still, then distilled for the third time with local, seasonal mandarines

APPEARANCE

Cristal & Bright

NOSE

A delicate & zesty with notes of mandarine

PALETTE

Light & fresh with sweet & citrus hints



EL SUEÑO
MODA
TEQUILA FOR DREAMERS

El Sueño MODA is an entirely new Tequila experience. Made from the finest mature Blue Weber Agave grown for 9 years in Jalisco, Mexico. An exquisite burst of sweetness, fresh fruit and Agave, unlike anything you've tried before.



EL SUEÑO
MODA

**“TEQUILA SHOTS NEVER
TASTED SO GOOD!”**

MODA PINEAPPLE TEQUILA

Tropical flavours of fresh pineapple derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



EL SUEÑO
MODA

**“SWEET, SMOOTH, NO
BURN! IT’S SO NICE”**

MODA PINK GRAPEFRUIT TEQUILA

Exhilarating citrus in every sip with flavours of vibrant pink grapefruit derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



EL SUEÑO
MODA

**“WOW IT REALLY TASTES
AS GOOD AS IT LOOKS!”**

MODA WATERMELON TEQUILA

An easy-drinking mellow spirit with flavours of sweet juicy watermelon derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



TEQUILA TROMBA®

INTRODUCING TEQUILA TROMBA

Tromba is the life-giving rainstorm that brings change to los Altos, the famed tequila producing region of Jalisco. It was this force of change and regeneration that inspired Tequila Tromba to bring true craft tequila to the world.



CEDANO



CAFETO



BLANCO



REPOSADO



AÑEJO



EXTRA AÑEJO



BLANCO 1L



TEQUILA TROMBA 2024

TEQUILA TROMBA BLANCO

100% AGAVE TEQUILA

Tequila Tromba Blanco is a crystal-clear, silver-lustrous spirit crafted in small batches from hand-selected agave. This unaged tequila offers a bright, sweet, and refreshing profile with a clean, viscous finish, featuring lively botanical aromas and notes of pepper, mint, and lightly caramelized pineapple

SUGGESTED PAIRINGS:

Seafood and fish: Ceviche, grilled shrimp, sushi.

Fresh food: Salads with citrus vinaigrettes or avocado.

Traditional Mexican food: Guacamole, tacos al pastor or cochinita pibil.

TEQUILA TROMBA®

TRUE CRAFT BY A TRUE CRAFTSMEN

Tequila Tromba is created by a team of True Craftsmen. This team carries on the tradition and legacy of quality, handcrafted tequila that Tromba is known for around the world.



TEQUILA TROMBA 2024

1 LITER -CANTINA POUR-

To make our 100% Blue Weber Agave Blanco more accessible, we have worked closely with our distillery team to deliver a 1 liter, stream-lined house pour packaging.

After extensive testing by bartenders for ease of pouring and usage, we have selected a cantina style bottle, which allows us to offer an estimated 2-3% savings/ounce.



TEQUILA TROMBA 2024

TEQUILA TROMBA REPOSADO

100% AGAVE TEQUILA

Tequila Tromba Reposado, with its bright gold hue, is aged in white oak barrels for 6-8 months, resulting in a silky, sweet, and nutty flavor profile. Tasting notes include chocolate, pure cacao, dried walnuts and almonds, light citrus, hints of orange, and caramelized pineapple.

SUGGESTED PAIRINGS:

White meats: Roasted chicken, chicken with cream sauce or chipotle.

Mild cheeses: Fresh cheeses like panela or queso, paired with dried fruits.

Pasta or risotto: Dishes with light cream or cheese sauces.

TEQUILA TROMBA®

HOW TEQUILA TROMBA IS CREATED

We produce Tromba in San Agustín, a craft distillery tucked away in the mountains of Los Altos, under the careful watch of our Master Distiller. Tequila made the right way by people who are passionate about bringing their craft to the world.



TEQUILA TROMBA 2024

TEQUILA TROMBA AÑEJO

100% AGAVE TEQUILA

Tequila Tromba Añejo, a deep gold in color, is aged in white oak barrels for 20-24 months, showcasing rich and complex agave flavors. It features gentle hints of oak and caramelized agave sweetness, complemented by chocolate, nuts, and ripe dried fruits, culminating in a sophisticated, honeyed finish. Tasting notes include cherry syrup, red fruits, chocolate, soft cacao bitters, sweet caramelized aniseed, almonds, and traces of dehydrated apple and peach.

SUGGESTED PAIRINGS:

Red meats: Filet, ribeye, lamb, or mole.

Aged cheeses: Manchego, gouda, or parmesan.

Desserts: Dark chocolate, caramel flan, or churros with sugar and cinnamon.

TEQUILA TROMBA XA

100% AGAVE TEQUILA

Tequila Tromba's Extra Añejo represents the pinnacle of tequila sophistication and flavor development. Aged for over 36 months in former white oak American whiskey barrels, this tequila boasts enhanced richness and complexity, resulting in a robust finish.

Aromas of vanilla, aged wood, and caramelized agave are complemented by cherry, soft florals, and fresh citrus. On the palate, it is dense and mellow, featuring warm wood, dried fruit, vanilla, toasted cashew, almond, and peanut, along with the sweetness of slow-roasted and caramelized agave, finishing with a strong wood note.

SUGGESTED PAIRINGS:

Intense meats: Confit duck, or roast suckling pig.

Strong cheeses: Blue cheese or Cabrales, combined with nuts and honey.

Decadent desserts: Dark chocolate cake, walnut brownie, or almond tart.



TEQUILA TROMBA 2024

SUSTAINABILITY AT TEQUILA TROMBA

8,000 endangered agaves planted
In a conservation reserve near Colima Volcano,
restoring habitats and protecting native species.

10,000 native trees & plants secured for planting
Including *Cassia fistula*, *Samanea saman*, and *Cecropia obtusifolia* — species that
enrich soil, improve fertility, and restore balance to depleted landscapes.



CEDANO REPOSADO

100% AGAVE TEQUILA

Cedano embodies Marco Cedano's 50-year journey and passion for crafting exceptional tequilas, alongside Rodrigo, as a testament to the Cedano family legacy. Using the innovative Cedano Process, they created a Reposado aged for 8-10 months in American white oak and finished in French oak, delivering unmatched flavor and complexity.

NOTES PERCEIVED

It features aromas of vanilla, aged wood, and caramelized agave, with hints of cherry and fresh citrus. The palate is dense and rich, showcasing warm wood, dried fruit, and nuts, leading to a delicate, sweet finish of slow-roasted agave and a strong wood influence.

CAFETO

The ultimate combination of 100% agave Tequila Tromba and artisanal Mexican grown coffee with a touch of agave nectar and natural botanicals. Developed with a proprietary cold brew tequila extraction process that uses tequila instead of water to extract the coffee's natural flavor — no concentrates or artificial flavors added like other coffee products. Perfect on the rocks, as a shot or in your favorite coffee-based cocktail.

NOTES PERCEIVED

Cherry syrup, red fruits, chocolate, cacao bitters, apple, peach, warm vanilla, sweet caramelized aniseed, and almonds.

COCKTAILS

Espresso Martini #1 (Simple), Cafeto Margarita, Cafeto Spritz, Cafeto Black Manhattan (Revolver).





Please contact us for further information...

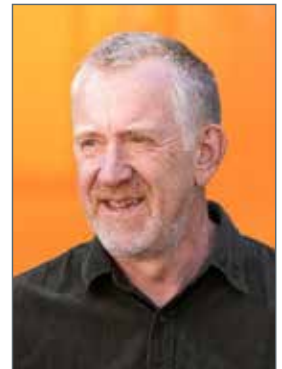


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