

Launching a new take on a classic

Reworking a classic can be another valuable way for a drinks brand owner to innovate without losing links to its heritage and craftsmanship. "Our tequila is handcrafted in Jalisco, Mexico, using a time-honoured and traditional production method called the 'tahona' process," comments Greg Cohen, vice-president of corporate communications at Patrón Spirits, explaining that "it's a tremendous source of pride for us that we're one of only four or five distilleries that still adhere to this age-old, artisanal style of creating tequila".

Cohen also observes that "at the same time, Patrón is one of the most innovative brands in the tequila category", citing its "first-of-a-kind Patrón XO Cafe coffee liqueur", as well as the brand's "pioneering use of non-traditional barrels for aging, such as using Bordeaux wine casks and Hungarian oak".

Cohen highlights that Patrón has "recently launched a travel retail-exclusive añejo tequila uniquely aged in Oloroso Sherry barrels" which shows a new take on a classic method. He points out that "the history and tradition of Mexico is in every bottle of Patrón tequila, especially as this category continues to evolve and grow."

New from Fraternity Spirits comes the launch of Ron Prohibido 12 and 15 Gran Reserva that uses a "unique aging process, which has transformed it into an exquisite spirit of its own", comments CEO Raffaele Berardi.

"With its complex aromas and unique, mellow, sweet taste, it truly is out of the ordinary," he claims, explaining that "it is an evolution of rum and a revolution of premium spirits".

packaging inspired by the brand's 270-year history starting to show up on shelves during the first half of 2017. "The new bottle styling is a modern interpretation of classic design and is cast in dark amber glass, topped with Drambuie's signature red cork closure," explains Jenkins, who notes that "with the plethora of cross-category brands vying for liquor shelf space in GTR, high stand-out packaging is absolutely crucial".

Country of origin as a destination

Competitions that give customers the opportunity to win a trip to the brand's country of origin can be a way of re-iterating corporate identity in a refreshing, fun and modern way. Diverse Flavours for instance has teamed up with Delaire Graff Estate to distribute and develop its extensive wine portfolio in the duty free channel.

The Delaire Graff Estate, often referred to as "the Jewel of the Cape Winelands in the heart of South Africa's Stellenbosch region" has been designed with the discerning global traveller in mind and was reopened in 2009, having been transformed into a super-luxury destination. Publicising this stunning location works as another way to draw in customers looking for a once-in-a-lifetime experience.

