

ROYAL CLUB BRAND PRESENTER



ROYAL CLUB BRAND PRESENTER - CONTENTS

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INTRODUCTION



A RICH AND CONSISTENT BRAND HERITAGE

Initially imported from the United Kingdom, Royal Club has been in The Netherlands since 1881. The brand owners Josiah Russell & Co from London opened a Dutch branch in Rotterdam in 1887. In 1939, the management of this branch was taken over by the Tims family, who officially took control of the company in 1949.

In 1969, the Tims family sold their company to Vrumona, who had been co-producing Royal Club since 1963. Respecting the brand's traditions, Vrumona continued producing and selling Royal Club. The brand has ever since been home to both traditional British flavours such as Tonic and Ginger Ale, as well as typical Dutch flavours such as Orange and Cassis.



A RICH AND CONSISTENT BRAND HERITAGE



**QUININE & IRON
TONIC.**

This preparation combines, in an elegant and convenient form, the well-known Tonic and Restorative properties of these two invaluable medicines.

DOSE.—One table-spoonful, in a wine-glass of water, twice or three times a day, between meals.

PREPARED BY
CHARLES A. STEWARD, Pharmacist,
27, HIGH STREET, WORCESTER.
Established 1776.



BRAND CHARACTERISTICS

The brand is strong in bitter soft drinks (Tonic, Bitter Lemon, Ginger Ale) but also offers more fruity flavours such as Grapefruit, Cassis, Wild Orange & Fresh Citrus, thereby completing the range of premium, high quality products that cater to any soft drink need.



FURTHER INTRODUCTION TO ROYAL CLUB



TARGET GROUP

Royal Club focuses its communication on:

Drinkers of soft drinks, aged 25 to 45.
People who are in the know, are curious
to find out what more life can bring them.



BRAND MISSION, POSITIONING & VALUES

Mission

- The Royal Club range brings premium quality soft drinks for adults

Positioning

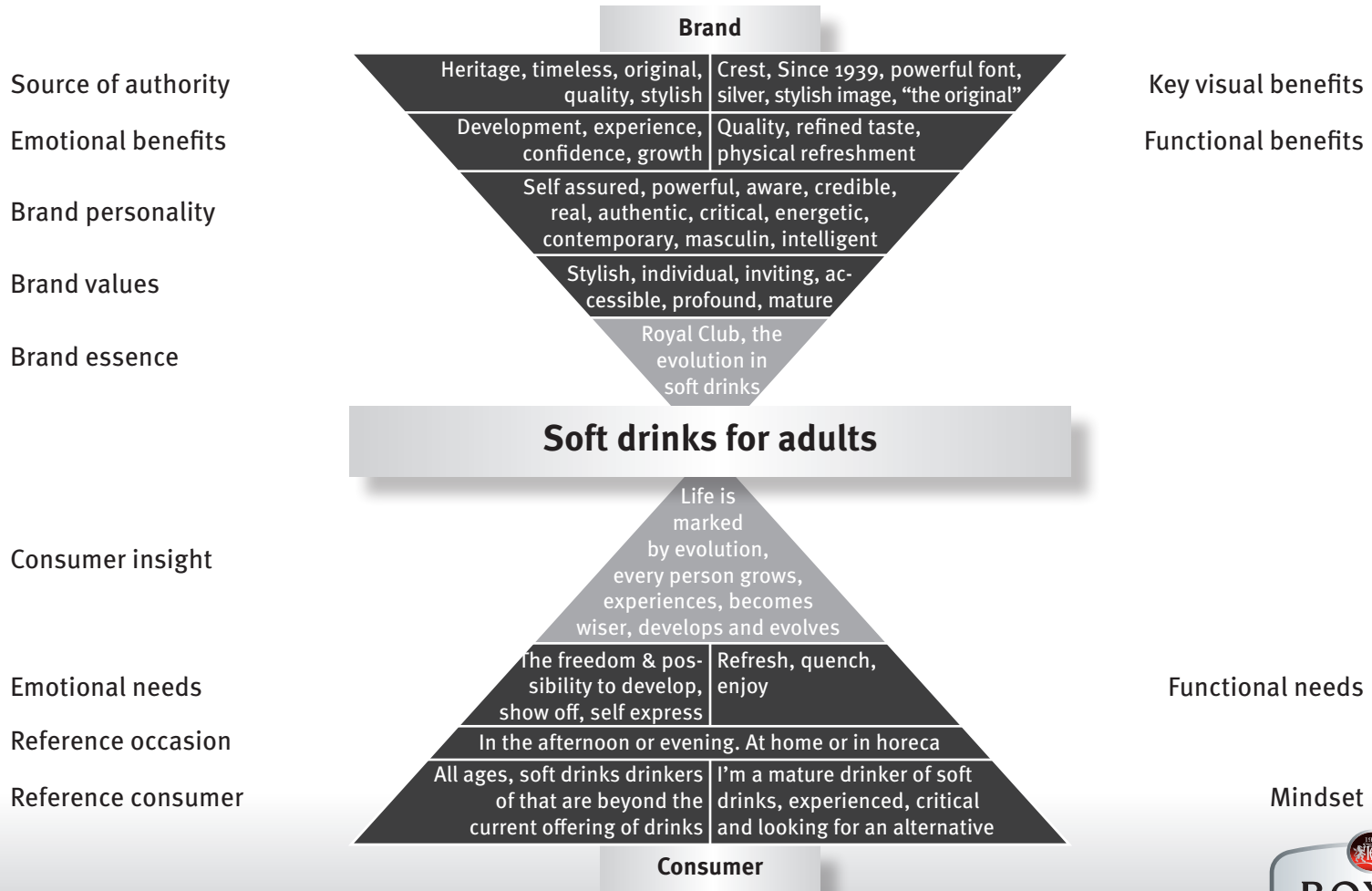
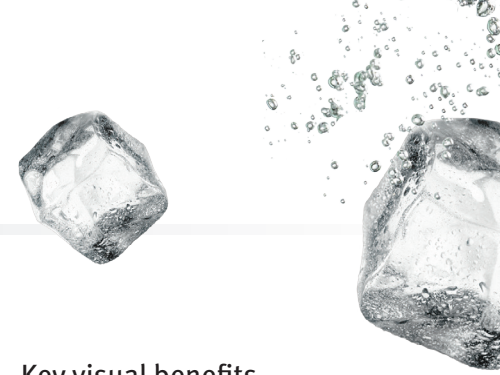
- The soft drink with a bite
- Stylish and quality brand
- Accessible

Brand Values

- Confident
- Stylish
- Mature
- A profound brand



BRAND ARCHITECTURE



ROYAL CLUB IN THE NETHERLANDS



ROYAL CLUB IN THE NETHERLANDS

The volume of Royal Club in The Netherlands approaches 225.000 HL (2013)

In The Netherlands, Royal Club is the absolute market leader in bitter soft drinks & mixers:

Retail Market Share: 75%

Out of Home Market Share: 60%



POSITIONING ROYAL CLUB IN THE NETHERLANDS



“The more exciting side of freshness”: life can become a little more exciting by drinking Royal Club. Everyone, regardless of age, should be looking for refreshment in his/her life, even though the wild years might be over. This life can use a soft drink with a surprising bite!



ROYAL CLUB IN EXPORT



PERFORMANCE & AVAILABILITY

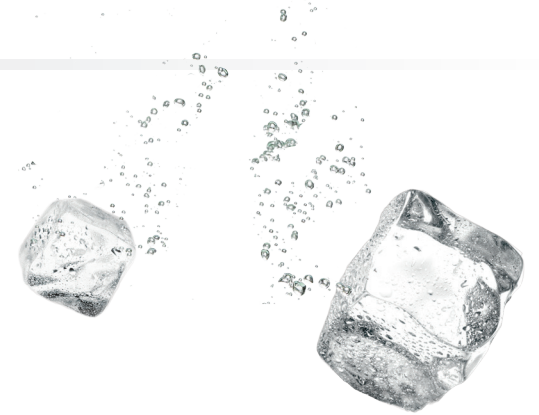
The volume of Royal Club outside of the Netherlands surpasses 40.000 HL (2013). Royal Club is currently being sold to over 45 countries around the world and is actively being sold in various Duty Free channels.

Countries:

- Europe: 13 countries
- Africa: 20 countries
- Americas & Caribbean: 10 countries
- Asia: 2 countries



SOME OF ROYAL CLUB'S INTERNATIONAL COMPETITORS



ROYAL CLUB BEST PRACTICE

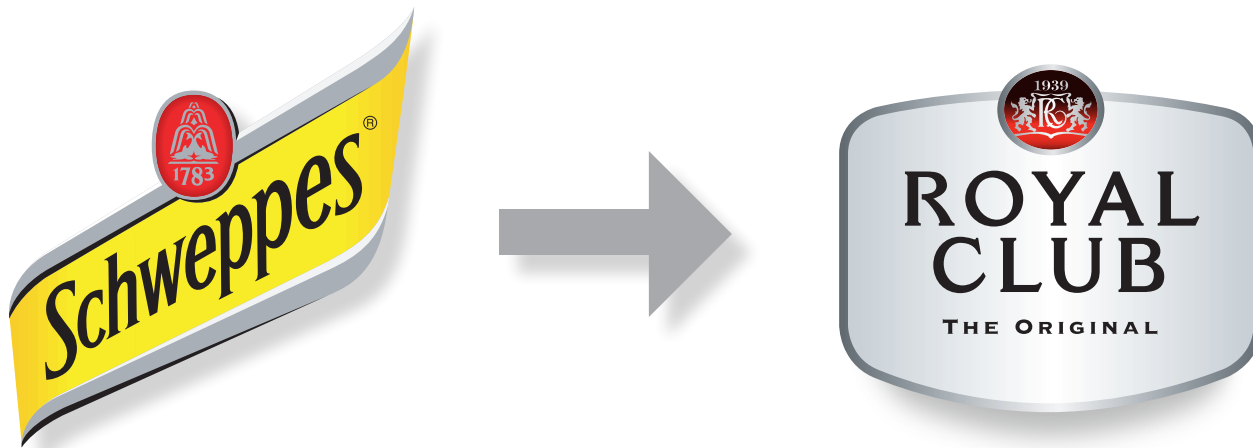


BEST PRACTICE - THE NETHERLANDS

In The Netherlands Schweppes was produced by Vrumona as a license brand up to 2010. Production, sales and marketing were then taken over by Coca Cola. In the year that followed, Vrumona managed to convert 77% of Dutch horeca volume from Schweppes to Royal Club.

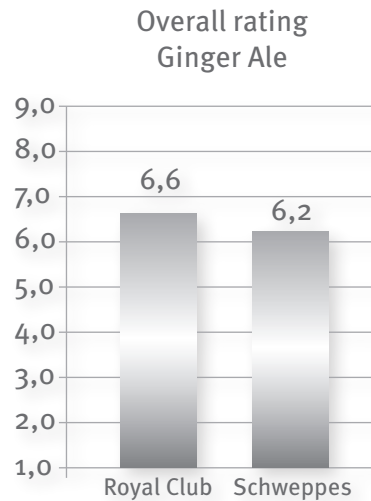
This success was achieved by:

- Strength of the Royal Club brand, right packtypes
- Adequate (incentive) programs for horeca outlets
- Military operation of Vrumona sales team to increase Royal Club distribution



BEST PRACTICE - THE NETHERLANDS

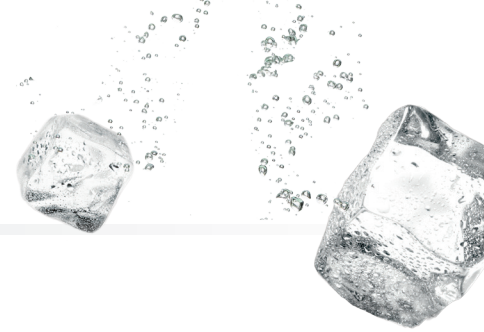
Another important reason for the success of Royal Club in The Netherlands is its well appreciated taste profile. In a blind test conducted amongst 100 bitter drink consumers, Royal Club scored significantly better than Schweppes and other competitors on most flavours.



ROYAL CLUB BRAND ACTIVATION



BRAND ACTIVATION - MARKETING



The following commercial has been aired in The Netherlands in 2013/2014 to show the more exciting side of freshness.



BRAND ACTIVATION - OUT OF HOME

Vrumona can assist in the design (and production) of visuals, specifically oriented towards Out of Home.



BRAND ACTIVATION - OUT OF HOME

A program designed specifically for a selection of premium outlets that revolves around creating the perfect serve of Royal Club, either straight or in a mix. Outlet staff is trained by professional bartenders, a personalized mixmenu is created and if possible, the outlet is branded Royal Club.



Mixdisplay



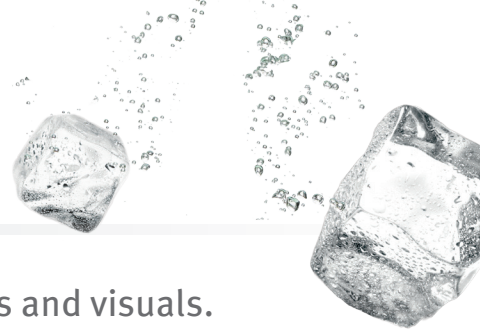
BRAND ACTIVATION - OUT OF HOME

A selection of over 100 exciting drinks based on Royal Club Tonic, Bitter Lemon, Ginger Ale and Soda Water, combined with the main liquors of the world such as Whisky, Gin and Vodka, as well as non-alcoholic juices and syrups, is available. Each Royal Club Bitter soft drink has its own menu. Especially in restaurants, bars and clubs, the menus can be used as a reference for barkeepers when preparing cocktails for guests.

We can also tailor these menus especially for your market. It is possible to adjust the size of the menu, to combine different flavours into one menu, to make table cards and more. We can even make small neck-hangers with just a few cocktails as a cross-promotion in the Off Trade.



BRAND ACTIVATION - RETAIL



Vrumona can assist in the design (and production) of all sorts of retail displays and visuals.



BRAND ACTIVATION - RETAIL

Fresh Citrus visibility for the launch in The Netherlands



BRAND ACTIVATION - RETAIL

The “Second Dinner Free” promotion offered Royal Club consumers the opportunity to receive their second dinner for free at selected restaurants in The Netherlands after purchase of two 100cl bottles of Royal Club.



ROYAL CLUB CROSS PROMOTIONS



ROYAL CLUB CROSS PROMO'S

In close cooperation with various spirit partners, an increasing number of appealing cross promotions has been designed and successfully implemented.



ROYAL CLUB POS

High quality POS materials are available upon request.



ROYAL CLUB (TRADE) MARKETING

A large team of Marketing and Trade Marketing professionals is available within Vrumona to assist you in launching, positioning, or promoting the brand in your market, whether you focus on Out of Home, Retail or both.

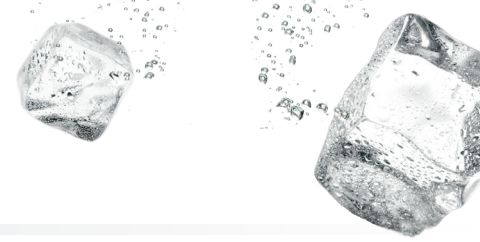
We can support you and the brand with tailormade solutions for any channel or segment.



PRODUCT DETAILS



ROYAL CLUB RANGE



Royal Club is available for Export in the following packtypes:

- 20cl non-returnable glass bottle
- 25cl can (Orange and Apple Juice)
- 33cl can
- 50cl PET bottle
- 100cl PET bottle
- Bag in Box



ROYAL CLUB RANGE

Royal Club 20cl Glass Bottle

Carton of 24 bottles

Number of cartons on a pallet: 104

Number of cartons in non-palletized 20ft container: 1920

Shelflife:

Sodawater: 18 months

Ginger Ale, Bitter Lemon en Tonic: 12 months



ROYAL CLUB RANGE

Royal Club 25cl Can

Tray of 24 cans

Number of trays on a pallet: 160

Number of trays in non-palletized 20ft container: 3100

Shelflife: 12 months



ROYAL CLUB RANGE

Royal Club 33cl Can

Tray of 24 cans

Number of trays on a pallet: 120

Number of trays in non-palletized 20ft container: 2370

Shelflife: 12 months



ROYAL CLUB RANGE

Royal Club 50cl PET Bottle

Tray of 6 bottles

Number of trays on a pallet: 288

Number of trays in non-palletized 20ft container: 5.000

Shelflife: 6 months



ROYAL CLUB RANGE

Royal Club 100cl PET Bottle

Tray of 6 bottles

Number of trays on a pallet: 180

Shelflife: Tonic Light, Tonic, Lemon Light and Ginger Ale: 7 months

Shelflife: Grapefruit, Lemon, Cassis and Cassis Light: 9 months

Shelflife: Fresh Citrus: 6 months



VRUMONA EXPORT



VRUMONA EXPORT



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VRUMONA EXPORT

Vrumona also exports the following brands / products:



CLOSING ARGUMENTS

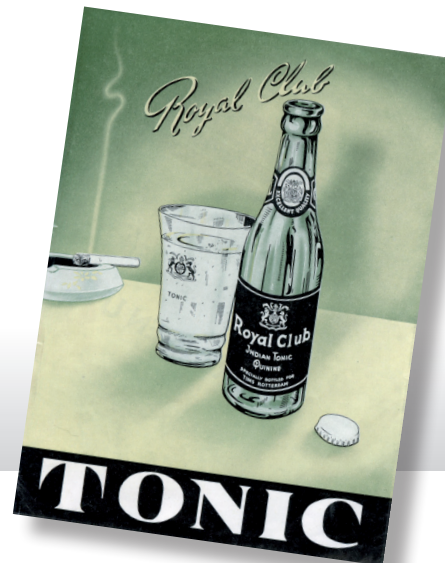


ROYAL CLUB

Initially imported from the United Kingdom, Royal Club has been in The Netherlands since 1881. The brand has ever since been home to traditional bitter soft drinks such as Tonic, Bitter Lemon and Ginger Ale, as well as typical Dutch flavours such as Orange and Cassis. The brand is available for Export in premium 20cl glass bottles, 33cl cans, 100cl PET bottles and 50cl PET bottles, making the Royal Club range a very attractive and appropriate alternative to other bitter drink brands.

Royal Club's value chain is significantly more interesting than that of its international competitors, while its products meet the highest quality and taste profile demands.

We have been marketing and selling the brand for decades and have all know-how and experience in house to support you in doing the same.



ROYAL CLUB: THE SOFT DRINK WITH A BITE!

