

REDLEG LAUNCHES SUMMER LIMITED EDITION BOTTLE

Distil plc (AIM:DIS), owner of premium drinks brands RedLeg Spiced Rum, Blackwoods Gin and Vodka, TRØVE Botanical Vodka and Blavod Black Vodka, is pleased to announce the release of a new Limited Edition RedLeg Spiced Rum bottling.

Wrapped in a matt-finish sleeve, the design includes gold detail and bespoke illustrations which bring the brand's iconic crab to life, alongside a sharing punch recipe to enjoy with friends, and a scan-to-win, on-pack competition.

The limited edition has been released to celebrate summer entertaining and will be available in major grocery, as well as direct through the [RedLeg website](#).

Commenting on the launch, Sarah Kingsbury, Marketing Director, said: "RedLeg celebrates sharing good times with friends all year round, but with this limited edition we capture the best of summer entertaining.

The bottle brings our iconic crab to life in a new, playful way, featuring our mascot dancing, making and serving drinks. The design also encourages consumers to enjoy with friends by creating a signature sharing punch,

Our first RedLeg Limited Edition Bottle in Q3 of 2023 exceeded our targets, disrupting the fixture and encouraging new consumers to the brand. We hope to build on this success, continuing to develop a strong community of followers with this second release. RedLeg remains a key brand for our business and we are focussed on continuing to grow and expand the reach of the brand in the UK and globally with robust, cross-channel marketing support."

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