

RedLeg Launches Packing Refresh



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 a packaging refresh for RedLeg Spiced Rum.

RedLeg Spiced Rum has undergone a packaging refresh across the range, giving the multi-award-winning brand an eye-catching new look.

The most significant packing update since the brand launched in 2012, the refresh brightens the RedLeg palette, increasing the use of the brand's hero red colour, simplifying the wordmark which takes inspiration from traditional Caribbean sign-writing styles, and updating its red leg hermit crab illustration, including the addition of foiling and tactile varnish details to the shell.

Developed in partnership with packaging experts Barlow & Co, the design refresh was undertaken to increase stand-out on shelf, heroise the brand's namesake crab and appeal to a younger adult audience.

The refreshed pack is rolling out to stores and on-trade venues nationwide now, as well as being available directly from redlegrum.com.

In addition to the core RedLeg Spiced product, the RedLeg flavour range has also been refreshed with bold coloured labels to increase stand-out and ease of flavour identification in both on- and off-trade environments. The new flavour packaging will roll out later in the year.

Commenting on the refresh, Marketing Director, Sarah Kingsbury, said: "This refresh has been in the background for some time, and we're excited to now be able to share this with our customers. We've stayed true to RedLeg's roots, while increasing stand-out, legibility and premium cues to create a pack which is preferred by 77% of consumers surveyed vs the previous iteration. Early performance is encouraging, and we look forward to building on this with on and off-trade marketing support over the coming year."

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