

ICB Goes Country Fresh With Stand-Out Country Cream

ICB launches into the Country Cream category with Carthy's Country Cream, a versatile alternative to the market leader with an eye catching new look.

Intercontinental Brands (ICB) has launched a new Country Cream made-wine- Carthy's Country Cream - a great value alternative to the market leader. Its distinct branding is designed to appeal to the growing market for versatile, natural cream-based drinks and savvy shoppers.

Carthy's Country Cream is a blend of the finest cream with fermented and distilled alcohol. Bottled in Yorkshire, it has hints of chocolate and caramel. Made from fresh cream and with a lower ABV of 14.5% - 2.5% less than the market leader - Carthy's Country Cream will appeal to a more health conscious audience who want fresh ingredients and traceable products.

Mike Carthy, joint managing director, says, "The trend for fresh, natural drinks is growing in strength and Carthy's Country Cream is a great-quality, value option. The cream we use comes from contented cows and we make sure that the time spent from beast to bottle is as short as possible. The principle of beast to bottle was a core part of our vision in the design process."

The contemporary look and distinct country imagery has a stand out appeal and is supported by various POS items. The branding incorporates rustic elements and evocative imagery to help relay the brand story as well as referencing the actual herd from which the cream was obtained.

Mike added, "We have created a product with a contemporary feel that moves the category forward. The trend for natural cream-based drinks is growing in strength and Carthy's Country Cream is a great-quality, value option which will get noticed. We know that consumers are interested in provenance and the branding and imagery support this."

ICB has developed a social media campaign, promotions, competitions and give-away to support the launch. Expressing the versatility of the product is a key aspect of the campaign and recipe ideas and tutorials will feature on social channels. A Carthy's Country Cream Citroen H Van is also touring the UK, visiting country shows and food festivals, offering consumers a range of drinks and sweet treats.

For more information visit www.icbrands.co.uk
www.facebook.com/CarthysCountryCream

About ICB

Formed in 1990, Intercontinental Brands (ICB) manufactures and distributes its alcoholic drinks to most of the UK's leading supermarkets, convenience chains and wholesalers. As a leading supplier of Speciality Drinks, it offers a range of brands that provide a value alternative to many of the more expensive international brands on the market. It is also the UK's leading supplier of wine based, sub 22% ABV speciality drinks.

ICB is fully compliant with the Portman group guidance and promotes wherever possible its 'Drink Aware' campaign.

www.icbrands.co.uk

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