

For general release 18 December 2014

ICB maintains its leading position in the Impulse Sector



Based on the latest Nielsen data for the 52 weeks ended 6 December 2014, ICB is delighted to report that it has maintained its number one status in terms of volumes sold in the Liqueurs & Speciality Drinks sector in the Impulse Channel.

It has also maintained its number four status on the same basis in the Grocery Multiples Channel this in spite of the delisting of its Cactus Jack's range in Tesco early in the period.

Marcus Black, Joint Managing Director, commented "*there is no doubt that this has been a difficult year across our sector and we were very disappointed that such a fabulous range of products as the Cactus Jack's range were no longer available to Tesco customers but overall, we are satisfied with our strong belief that the UK consumer will benefit from the provision of fabulous quality alternatives to the major international brands and these latest Nielsen statistics appear to endorse that belief.*"

Liqueurs & Speciality Drinks - Impulse	52 weeks ended	
	06/12/2014	07/12/2013
	Market Share %	
Manufacturer	Volume	Volume
ICB	19.8	20.4
Diageo	15.1	15.1
BBFB	11.5	10.0
Halewood International	10.3	13.0
William Grant & Sons	7.9	8.3
Pernod Ricard	6.7	7.2
Cellar Trends	5.8	6.0
Manchester Drinks Company	4.3	1.8

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Source NIELSEN SCANTRACK

Liqueurs & Speciality Drinks - Grocery Multiples	52 weeks ended	
	06/12/2014	07/12/2013
	Market Share %	
Manufacturer	Volume	Volume
Diageo	30.9	31.8
BBFB	10.5	9.9
William Grant & Sons	9.8	9.9
ICB	8.3	8.5
Pernod Ricard	6.7	6.4
Halewood International	4.6	6.6

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