

BOMBAY SAPPHIRE®



Brand list for two years in a row. As the only gin brand on the list in 2005, it was a noteworthy accomplishment. The Impact award recognizes ten years of consecutive growth with at least 500,000 nine-liter cases in volume and \$25 million in gross profit within the United States.

Its status as a trendsetter is closely linked to the brand's connection with the world of design. This relationship began nearly 20 years ago with the first ad of the BOMBAY SAPPHIRE designer martini glass advertising campaign. The concept was simple: commission artists and designers to create the ultimate martini glass, inspired by BOMBAY SAPPHIRE. The one-of-a-kind glasses were then featured individually in the advertising campaign, with the name of the artist and the title of the piece. The campaign was so successful, artists and designers from around the world soon signed on to become part of the legacy. The list of globally respected designers that have designed for

BOMBAY SAPPHIRE includes Marcel Wanders, Eva Zeisel, Jonathan Adler, Michael Graves, and Karim Rashid. This award-winning campaign still continues to this day. BOMBAY SAPPHIRE has built on its success with many other initiatives that bring design to a great number of people.

HISTORY

Gin may have been invented by the Dutch, but it was the British who adopted and popularized this spirit.

Made according to a 1761 recipe in the traditional London Dry Gin style, BOMBAY SAPPHIRE was purchased by Bacardi, Ltd. in 1998. In the year Bacardi purchased the brand, its U.S. volume was 265,000 cases. In just eight years, the brand's U.S. volume has grown to more than 700,000 cases.

The Bacardi portfolio includes a long list of prestigious brands, including BACARDI® Rum, GREY GOOSE® Vodka, and DEWAR'S® blended Scotch whisky.

THE PRODUCT

BOMBAY SAPPHIRE is the finest gin, created using the most deliberate methods.

It begins as a spirit made from 100 percent neutral grain, giving a noticeable quality to the end result. The spirit is distilled a total of three times for superior quality.

At this point, the dried botanicals that bring balance and subtle flavour to the spirit are placed inside a copper basket. Dried rather than fresh botanicals are used because their flavours are more concentrated and mature.

The spirit then passes through the copper-basket, where the essences of the botanicals are subtly imparted to the spirit. Using this method, called vapour infusion, gives the spirit a subtle, light flavour.

The taste, which is incredibly smooth and crisp, truly sets BOMBAY SAPPHIRE apart from any other spirit.

BOMBAY SAPPHIRE is best enjoyed in an Ultimate Martini Cocktail, garnished with either lemon peel or olives. It also mixes well with tonic or juice and brings sophistication and a distinctive, rounded aroma to each cocktail.

The light and well-balanced nature of the spirit also makes it appropriate for creating a variety of modern martini cocktails such as the Apple Martini or the French Martini Cocktails.

RECENT DEVELOPMENTS

BOMBAY SAPPHIRE gin defines design as more than just a finished piece in glass or stone. BOMBAY SAPPHIRE believes inspiration and innovative design can happen anywhere, from unique cocktails to architecture to stage performances. In a variety of ways, BOMBAY SAPPHIRE continues to bring its interpretation of design to an ever-growing group of people (21 and over).

In New York City, BOMBAY SAPPHIRE created an Inspired Pop-Up Store in partnership with *Surface* magazine, a leading design-driven publication. The concept emerged from a recent trend: retail stores are set up over a period of days in existing empty retail spaces, become fully operational



THE MARKET

The sale of spirits in the United States has steadily increased over the past seven years to become a \$50 billion industry.* This upward trend is set to continue as more and more people partake in the new cocktail culture, enjoying unique martini cocktails and creative mixed drinks.

As a whole, gin represents 6.6 percent of the total liquor business, with growth coming from the imported gin segment.* Imported gin reported a 15 percent increase over the past five years, which was largely fueled by BOMBAY SAPPHIRE® gin.*

Standing apart from the competition, BOMBAY SAPPHIRE is packaged in a brilliant blue glass bottle. Its superior smooth, crisp taste further differentiates BOMBAY SAPPHIRE from all other gin experiences.

ACHIEVEMENTS

BOMBAY SAPPHIRE gin has become a leading global brand, built on sales success as well as reputation. It has achieved impressive growth over the past five years and has earned recognition as a contemporary, trendsetting brand.

Its remarkable growth created a place for BOMBAY SAPPHIRE on the Impact Blue Chip



and then are dismantled. Merchandise is displayed and sold only during this short period of time. Eleven of today's most innovative designers were invited to create limited-edition pieces that would be displayed and offered for purchase. BOMBAY SAPPHIRE aligned these designers with well-known manufacturers like Rosenthal and other design icons to produce these limited-edition pieces. The

cocktail samples served from the custom-created BOMBAY SAPPHIRE bar in the Tapis Rouge (V.I.P.) tent. Select BOMBAY SAPPHIRE design pieces, such as the designer martini glasses, also add to the creative ambience of the Tapis Rouge.

Additionally, BOMBAY SAPPHIRE will be bringing its perspective on cocktail creation to a series of inspired television spots, set for airing in summer 2006.

private pairings dinners. He guides his guests through a meal where BOMBAY SAPPHIRE cocktails are paired with complementary cuisines, illustrating how its sophisticated taste is perfectly suited for a range of epicurean indulgences.

On the other side of the globe, BOMBAY SAPPHIRE has a display and interactive experience within Vinopolis, London's premiere wine attraction. At the BOMBAY SAPPHIRE Experience, visitors discover how the spirit is created, what makes it unique, and how it is best served. At the conclusion of a tour, guests can sample cocktails made by a mixology expert.

BRAND VALUES

BOMBAY SAPPHIRE is synonymous with design and is genuinely committed to celebrating creativity and inspiration in whatever form they may take.

The natural elegance of the brand is evident through its distinctive blue glass bottle as well as the confidence in which each event and project is executed.

Always intriguing, engaging, and unique, BOMBAY SAPPHIRE is a modern spirit brand that stands apart from all others.

*Statistical information from *Adams Liquor Handbook*, 2005 (for the years 1999–2004)



showcase lasted for four days and featured incredible designs for home and lifestyle pieces including vases, lighting, shelving, and seating.

Beginning in 2006, BOMBAY SAPPHIRE entered into a partnership with the artistic and internationally renowned Cirque du Soleil. BOMBAY SAPPHIRE is honoured to be the first spirit ever invited to be part of their national touring shows. The two shows, titled *Corteo* and *Quidam*, are sensorial adventures featuring the acrobatics and artistry that make Cirque du Soleil famous. Invited guests may experience signature

PROMOTION

The iconic designer martini glass campaign was extended to include a series of barware collections, in which artists were commissioned to create five principal barware pieces: a shaker, an ice bucket, a garnish pick, an olive bowl, and a votive candle. All were produced and used in prestigious restaurants and bars across the country.

To connect with the next generation of designers, the brand has developed the BOMBAY SAPPHIRE Global Designer Martini Glass Competition. This annual contest requests entries from emerging designers in countries around the globe. Each contestant is asked to design a BOMBAY SAPPHIRE-inspired martini glass, keeping in mind it must be both functional and beautiful. Each country selects a single glass to represent them at the global finals in the design capital of the world — Milan, Italy. In the 2006 competition, 26 countries submitted glass entries.

Because it is a brand of such style and quality, BOMBAY SAPPHIRE is often invited to be served at high-profile gatherings such as film festivals, Hollywood celebrity parties, and design shows.

Adding to these events are those hosted by the BOMBAY SAPPHIRE international brand ambassador and mixologist Jamie Walker. Attendees in upscale bars and restaurants get the opportunity to meet him and sample BOMBAY SAPPHIRE cocktails, where legal.

Extending the popularity of pairing specific wines with specific meals, Jamie Walker also hosts

THINGS YOU DIDN'T KNOW ABOUT BOMBAY SAPPHIRE

- The one-of-a-kind BOMBAY SAPPHIRE designer martini glasses are on display at the BOMBAY SAPPHIRE Experience in London.
- BOMBAY SAPPHIRE has a global brand ambassador and mixologist, Jamie Walker, who travels around the world educating legal drinking age consumers and bartenders on the nuances of the spirit.
- A true martini cocktail is created using gin, not vodka. Because BOMBAY SAPPHIRE is the finest gin, it naturally creates the Ultimate Martini Cocktail.