



FRATERNITY  
SPIRITS



# PRICE POSITIONING USA 2019

RIVES 1880 LONDON DRY GIN & PINK GIN

# RIVES HISTORY

In 1880 Rives was founded by Mr. Augusto Haupold. Initially the company focused on the manufacture and sale of wine and brandy.

In 1965, Rives underwent a major reorganization where the grandson of the founder, Augusto Romero Haupold, introduced a full board structure and brought in directors who would help him achieve a new vision of a new dynamic Rives Pitman S.A. New marketing, promotion and distribution techniques modeled on companies from Northern Europe and USA, which had pioneered successful strategies, were implemented.

From that point on, the company has had tremendous increase of efficiency and sales, while keeping true to the traditions of distilling a quality product that Rives has done throughout it's history of a one hundred and twenty years. The rigorous high standard controls that Rives has maintained throughout the years allow the company to export their quality results to other global markets where people of the world can taste the delicious nature of a true Spanish made product.



# RIVES 1880 LONDON DRY



**Rives 1880** is a very special Spanish and internationally renowned made from pure grain spirit distilled 3 times in John Dore copper pot stills in accordance with the highest quality standard demanded for London Dry Gin.

**Gin Rives has been produced in El Puerto De Santa Maria since 1880**, with extreme refinement and care, respecting the original recipe, which distinguishes its clean dry taste. Eight different kinds of seeds and natural plants are used in the production, from many places of the world, all enhancing its own taste and aroma: Spanish Juniper, Moroccan Coriander, Belgian Angelica, Chinese Cassia, Italian Orris, Spanish Orange and Lemon and Chinese Liquor ice.

## TASTING NOTES

Nose: Clean and delicate.

Palate: Smooth, light and dry. Fresh citrus notes make Rives 1880 a perfect choice for classic long drinks.

Finish: Long

ABV: 40 %

**AWARDS: Silver Medal in San Francisco Competition 2013**



# PINK RIVES GIN



Our Pink Rives Gin is made with the our Original London Gin and the maceration of the best Strawberries from South of Spain.

This is an authentic, hand crafted gin with delicious hints of strawberry.

Using this new recipe , it guarantees a smooth, fresh flavour and a attractive pink color.



✓ *Rives Pitman is the most awarded spirits, liquors & beverages company in Spain.*

- ✓ Some latest awards:
- Gold Medal at London IWSC 2015
  - Gold Medal at San Francisco WSC 2014

La prestigiosa publicación the **IWSR** International Wine & Spirit Research en su investigación sobre el mercado de espirituosos en **EUROPA**, considera a **RIVES** en el **TOPTEN** de marcas de **GIN** en **EUROPA** (IWSR Julio 2015). Siendo **GIN RIVES** la **única 100% Española** que aparece en el Spirits Review.

### Gin: top 10 brands in Europe

Rank/Brand	Owner	Volume 2010	Volume 2013	Volume 2014	% change 2014 on '13	% CAGR 2009-'14
1. <b>Gordon's</b>	Diageo	2,313.9	2,400.1	2,464.9	2.7	1.5
2. <b>Beefeater</b>	Pernod Ricard	1,270.4	1,397.8	1,457.0	4.2	3.7
3. <b>Bombay</b>	Bacardi	676.4	905.1	1,046.1	15.6	10.5
4. <b>Larios</b>	Beam Suntory	929.0	836.9	896.4	7.1	-2.7
5. <b>Tanqueray</b>	Diageo	312.3	454.3	580.7	27.8	17.0
6. <b>Seagram's</b>	Pernod Ricard	150.9	353.5	454.2	28.5	32.7
7. <b>Hendrick's</b>	Wm Grant & Sons	65.9	160.1	212.1	32.5	34.5
8. <b>Greenall's</b>	Quintessential Brands	91.6	120.6	187.1	55.1	19.8
9. <b>Gibson's</b>	La Martiniquaise	139.3	150.5	172.5	14.7	5.3
10. <b>Rives</b>	<b>Rives Pitman</b>	105.0	137.5	171.3	24.6	12.5
<b>Others</b>		3,448.2	3,324.4	3,378.2	1.6	-1.0
<b>Total</b>		<b>9,502.7</b>	<b>10,240.8</b>	<b>11,020.4</b>	<b>7.6</b>	<b>3.1</b>

All volumes in '000s of 9-litre cases Source: The IWSR Database 2014 ©

Desde el magazine **IWSR** consideran nuestra **PINK RIVES** (ginebra de FRESA), como producto más **INNOVADOR** del año 2015 en el sector del GIN en **EUROPA**, resaltándolo en su publicación como **REVELACIÓN 2015**.



# BENCHMARK PRICING & COMPETITION

**Beefeater London Dry Gin**  
Country: UK



750 ml  
USD \$22.99 / 19.99

**Bombay Dry Gin**  
Country: UK



750 ml  
USD \$22.99 / 19.97

**Citadelle Gin**  
Country: France



750 ml  
USD \$17.99 / 21.99

**Tanqueray London Dry Gin**  
Country: UK



750 ml  
USD \$19.99 / 22.99

**Brokers London Dry Gin**  
Country: UK



750 ml  
USD \$19.99 / \$21.99

**Heartland Distillers Gin**  
Country: USA



750 ml  
USD \$21.99

**Crater Lake Gin**  
Country: USA



750 ml  
USD \$20.00

**Hana Gin**  
Country: USA



750 ml  
USD \$19.99

**New Amsterdam Gin**  
Country: USA



750 ml  
USD \$15.99

**Gordons London Dry Gin**  
Country: UK



750 ml  
USD \$15.99

# MAP BRAND PRICE POSITIONING



1880 USD \$ 18.99 - \$ 20  
PINK USD \$ 22.99