

## **PRESS RELEASE**

Mainsail Ltd are proud to announce the latest addition to their brand portfolio. Mo'Bay coconut cream liqueur is a unique product with a totally exclusive brand image. Made with the finest quality white rum, fresh cream and coconut to make the perfect blend for a smooth cream liqueur. At 17% ABV, Mo'Bay is ideal over ice, or the ultimate addition to your own variation of many classic popular cocktails. A dash of pineapple juice turns the drink into a perfect Pina Colada.

Mo'Bay was developed with the Caribbean islands as inspiration. The romantic backdrop of beaches and palm trees is the motivation behind the packaging and the image of the brand.

Brian Marlow, Sales Director, said of the brand, "Mo'Bay is set to be a huge success with consumers. From the research that has already been carried out, people love the combination of flavours that Mo'Bay displays combined with its eye-catching presentation." The style of the brand allows the consumers' perception of cream drinks to extend beyond its traditional Christmas market place.

"Our research has pinpointed our target market and we are looking to build a strong awareness campaign throughout the year with this brand, culminating in particularly heavy activity around the end of the year," said Marlow.

"This unique coconut cream liqueur has an irresistibly smooth taste and will stake its claim in the cream liqueur market very quickly, Mo'Bay has already gained listings with two major multiple accounts and will support the listings with tastings and predominantly female press ads."

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