



FINEST BLEND

EMPERADOR

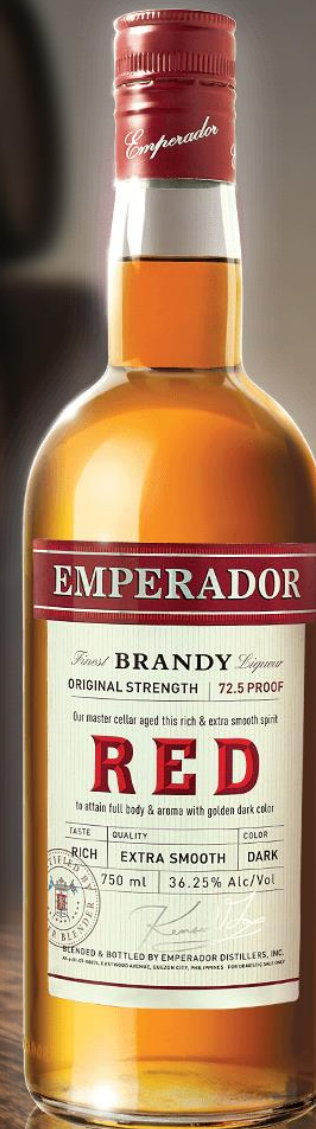
EMPERADOR

BRANDY

G.K. SKAGGS
IMPORTERS OF PREMIUM BEVERAGES



EMPERADOR BRANDY



HISTORY

Emperor Brandy was launched as the Philippines' first brandy label in 1990. This brandy is produced through a delicate blending and aging process. The result is a brandy of distinctive aroma, flavor and consistent mellow quality. "One look, one sip and it becomes clear to all that Emperor is a world-class product that is easily affordable."

Nearly thirty years later, Emperor has expanded its brand's footprint outside of the Philippines with distribution in 100 countries across Asia, United States, Canada, Africa, Middle East, and Europe selling over 28 million cases per year. Recognized as the best selling brandy in the world in terms of quantity sold, Emperor is also the #5 best selling in spirits overall, outselling Johnnie Walker, Bacardi, and Hennessy.

"Emperor Brandy still [maintains] the number one spot outselling the number two spot holder, Hennessy, by 17.5 million cases. The rest of the top 10 brands in this category see a range between 1.3 million cases to 3.1 million cases. This further consolidates Emperor's global positioning and it is expected to see great penetration in the US and Canadian market."

(THE SPIRITS BUSINESS BRAND CHAMPIONS REPORT PUBLISHED 06/17/2019)

In 2015, Emperor Inc. acquired Fundador, Spain's oldest and largest brandy producer. Fundador, meaning "founder" in Spanish, was founded in 1730 and is the first brand to be marketed by Pedro Domecq in 1874. Today, Fundador is sold in more than 30 countries. In 2019, Fundador was awarded the Gold Winner for "Best Brandy in the World" by the prestigious International Wine and Spirits Competition (IWSC). This gives Fundador the highest award in the competition among more than 100 brandies presented to the best tasters and experts in the world in a blind tasting.

Emperor's acquisition of Fundador solidifies its position as the world's largest brandy company maintaining ownership of both the best selling brandy with and best tasting brandy in the world.

Aside from Fundador, Emperor's acquisition included Terry Centenario, Spain's top-selling brandy; Tres Cepas, Equatorial Guinea's leading brandy; and Harvey's, the United Kingdom's top sherry wine. Each brand carries a unique heritage and market leadership position in their respective categories.



TOP 10 BRANDIES BY VOLUME

1. EMPERADOR BRANDY:	25.3M CASES
2. HENNESSY:	7.8M CASES
3. DREHER:	3.1M CASES
4. OLD ADMIRAL BRANDY:	3.0M CASES
5. MARTEL:	2.6M CASES
6. REMY MARTIN:	2.3M CASES
7. COURVOISIER:	1.4M CASES
8. MACDOWELL'S BRANDY:	1.4M CASES
9. TORRES BRANDY:	1.3M CASES
10. OLD KENIGSBERG:	1.3M CASES

TOP 10 SPIRITS BRANDS BY VOLUME

1. JINRO	78.0M CASES
2. OFFICER'S CHOICE WHISKEY	34.0M CASES
3. MCDOWELL'S WHISKEY	29.0M CASES
4. SMIRNOFF	26.0M CASES
5. EMPERADOR	25.3M CASES
6. IMPERIAL BLUE	22.7M CASES
7. ROYAL STAG	21.6M CASES
8. TANDUAY	20.1M CASES
9. JOHNNIE WALKER	18.9M CASES
10. BACARDI	17.1M CASES

WHY EMPERADOR?

- It's The Top Selling Brandy in the World, accounting for more sales than the #2 - #11 combined!
- It's the #5 Selling Spirit in the World, selling over 28 million cases per year
- Emperador Brandy outsells #9 Johnnie Walker, and #10 Bacardi, worldwide!
- Emperador represents over half of the total spirit sales volume of the Philippines
- Emperador Distillers controls 97% of the brandy market in this Pacific Island Ocean nation.
- Emperador is sold in over 100 countries throughout Asia and Europe, and NOW IN THE USA!
- There are over 8 million Filipino's living in the USA, over 800,000 in Canada, and growing exponentially



EMPERADOR
BRANDY

“HOW IS EMPERADOR MADE” VIDEO



[WATCH VIDEO ONLINE](#)

FINEST BLEND
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EMPERADOR SOLERA

“A TOAST TO SUCCESS.”

EMPERADOR Brandy has a distinct amber color. In the nose is a pleasant bouquet of fruit and nut, balanced in the mouth with a subtle finish of almond. It derives its superb character from a delicate and meticulous blending process of solera aged brandy. The result is a reserve, full-bodied brandy of distinct aroma, flavor, and extra smooth quality.

Aroma: Bouquet of fruity aroma of grapes

Color: Distinct amber

Body: Balanced full of flavor in the mouth

Finish: Subtle wood and almond

40% Alc. by Vol

72 Proof



EMPERADOR BRANDY



EMPERADOR LIGHT

“Make it light. Make it Emperador Light.”

Emperador Light is distinct in that it is a great brandy for shots and to have on the rocks or neat. It is amazingly smooth and subtle and not harsh on the palate and flows down with ease. It is a pleasure to sip on.

Aroma: Bouquet of fruit and raisin with hints of refreshing peach

Color: Medium Amber

Body: Easy and balanced in the mouth with hints of refreshing peach

Finish: Subtle wood and almond

27.5% Alc. by Vol

55 Proof



EMPERADOR
BRANDY



EMPERADOR RED

Emperador Red is for consumers who wake up before sunrise and return when its dark. They are hard working people who at the end of the day are looking for an extra smooth, rich drink to help them relax and recoup for the next day of work.

Aroma: Banana Toffee

Color: Dark Golden Amber

Body: Rich and Robust Taste

Finish: Extra Smooth

36.25% Alc. by Vol

72.5 Proof



EMPERADOR
BRANDY



EMPERADOR HOT SHOT

Fiery. Delicious. Cinnamon Brandy Shooter.

The classic taste of Emperor brandy spiced up in a fiery delicious blend. For an intense burst of red hot sweetness with an exceptionally smooth finish. Start shooting

Aroma: Banana Toffee

Color: Dark Golden Amber

Body: Rich and Robust Taste

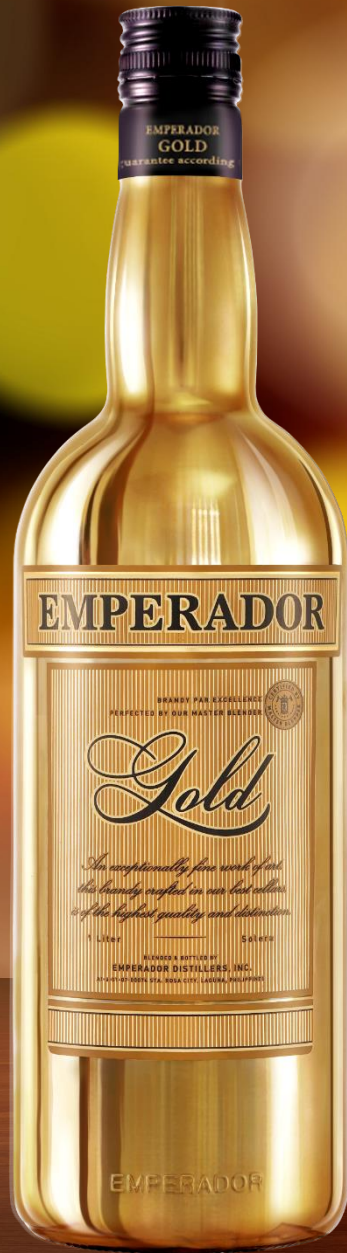
Finish: Extra Smooth

31% Alc. by Vol

62 Proof



EMPERADOR BRANDY



EMPERADOR GOLD

“Go for Gold.”

A golden revelation of a well distilled brandy, with amazing smoothness, slight sweet aromas and a bottle meant to wow, Emperador Gold ticks all the boxes of a great brandy that lets you tap into your inner royalty. So indulge and rise to the Emperador Royal Challenge.

Aroma: Bouquet of dried fruits and raisin

Color: Golden Amber

Body: Complex in the mouth

Finish: Oak wood and Almond

31% Alc. by Vol

62 Proof



EMPERADOR
BRANDY

GLOBAL DISTRIBUTION NETWORK



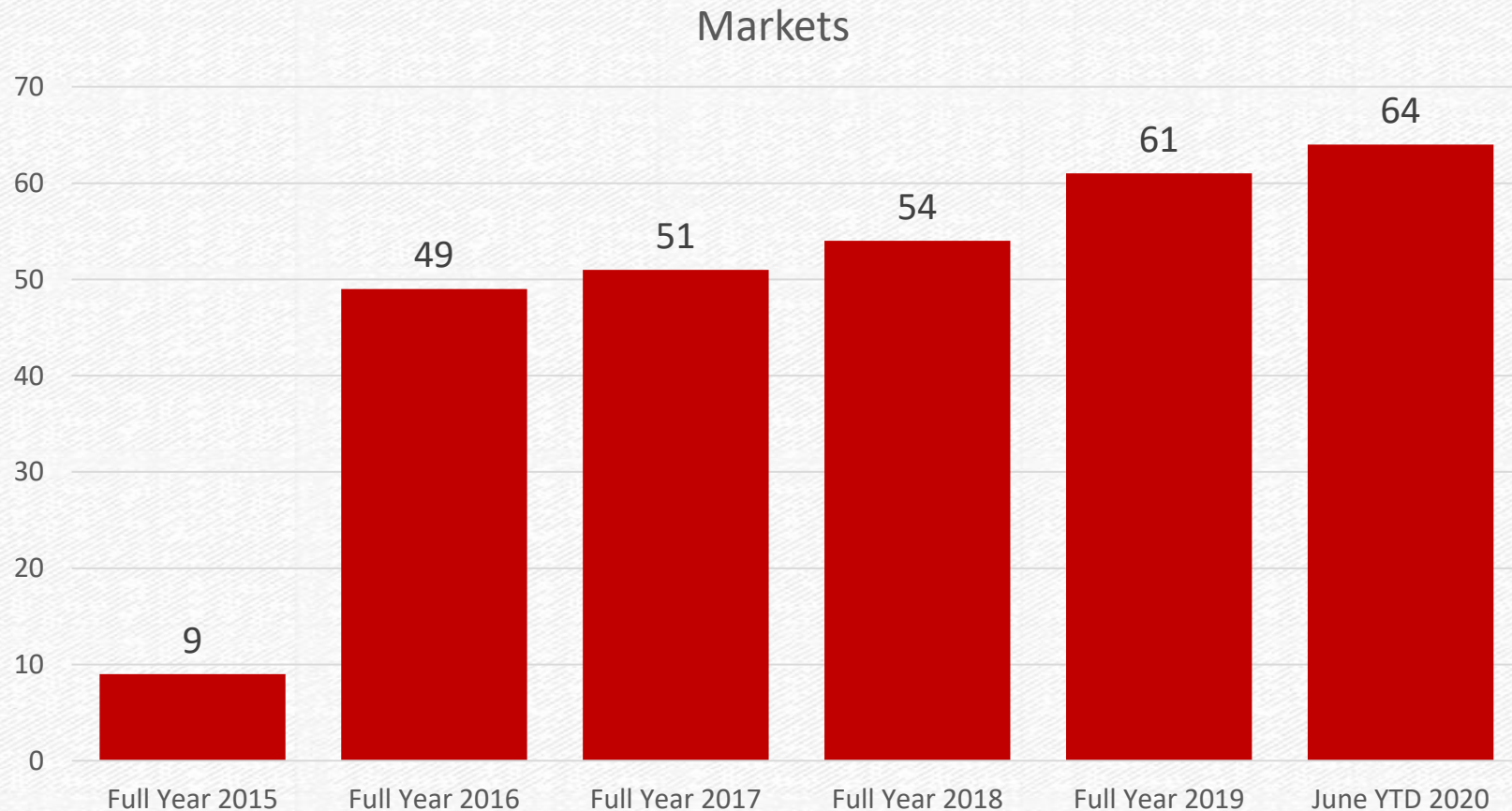
[WATCH VIDEO ONLINE](#)

64 Markets and Growing

- American SAMOA
- Angola
- Any and All U.S. Military Bases and Facilities Located Thereon
- Armenia
- Azerbaijan
- Bahrain
- Benin
- Cambodia
- Cameroon
- Canada
- China
- Commonwealth of the Northern Mariana Islands
- Congo-Kinshasa
- Congo-Pointe Noire
- Denmark
- Equatorial Guinea
- Estonia
- Ethiopia
- Federated States of Micronesia
- Gabon
- Georgia
- Germany
- Ghana
- Guam
- Hawaii
- Hongkong
- India
- Indonesia
- Italy
- Ivory Coast
- Mozambique
- Nigeria
- Oman
- Papua New Guinea
- Qatar
- Republic of Palau
- Republic of the Marshall Island
- Russia
- Senegal
- Singapore
- Spain
- Taiwan
- Tanzania
- Thailand
- Timor Leste
- Togo
- UAE
- Uganda
- UK
- Ukraine
- United States of America
- Vietnam
- YAP
- Zimbabwe

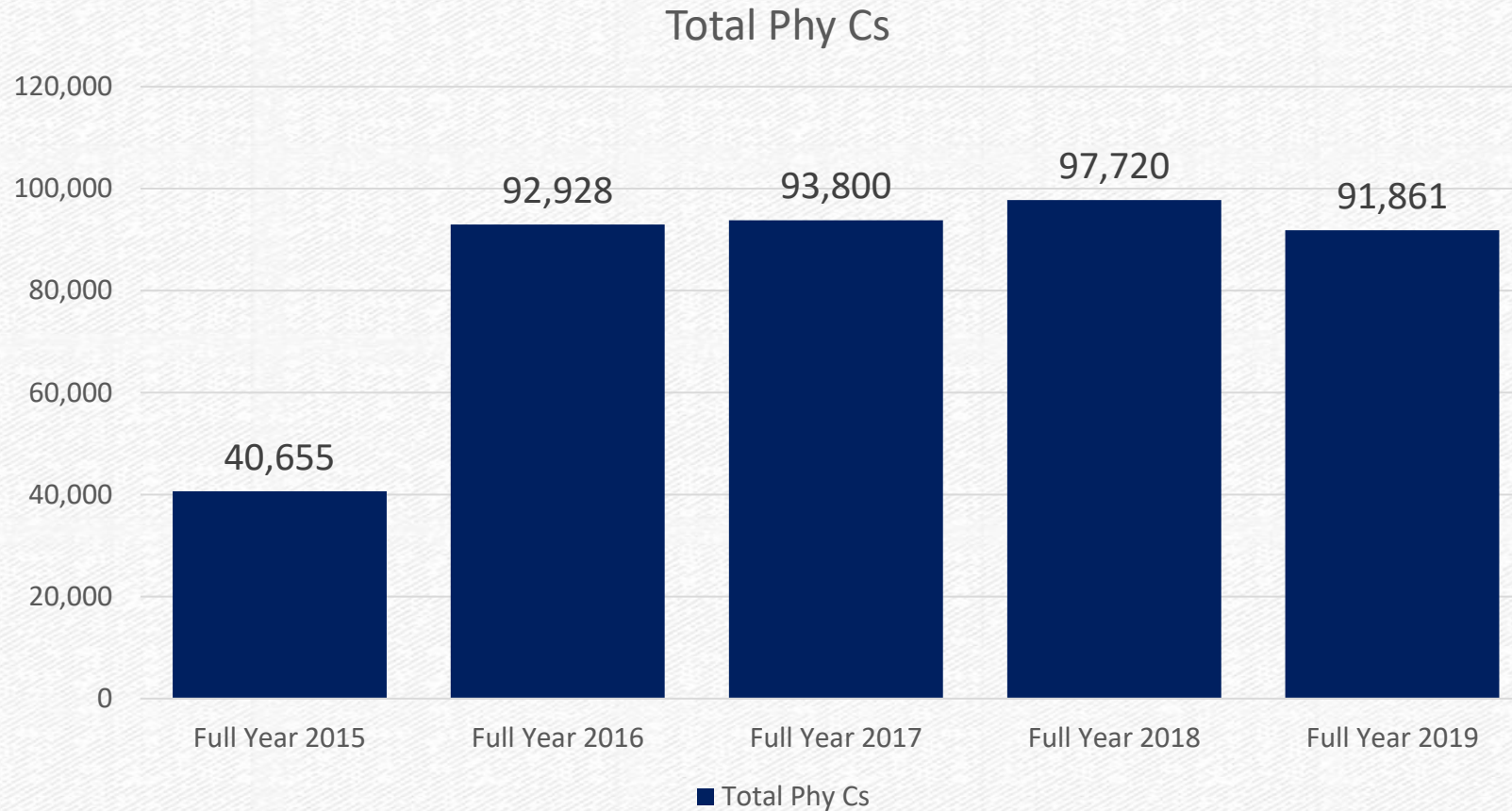
Emperor Is Now Enjoyed in 64 markets

- From just 9 in 2015, Emperor is now available in 64 markets.
- By comparison, the Japanese Yamazaki whisky is available in only 35.



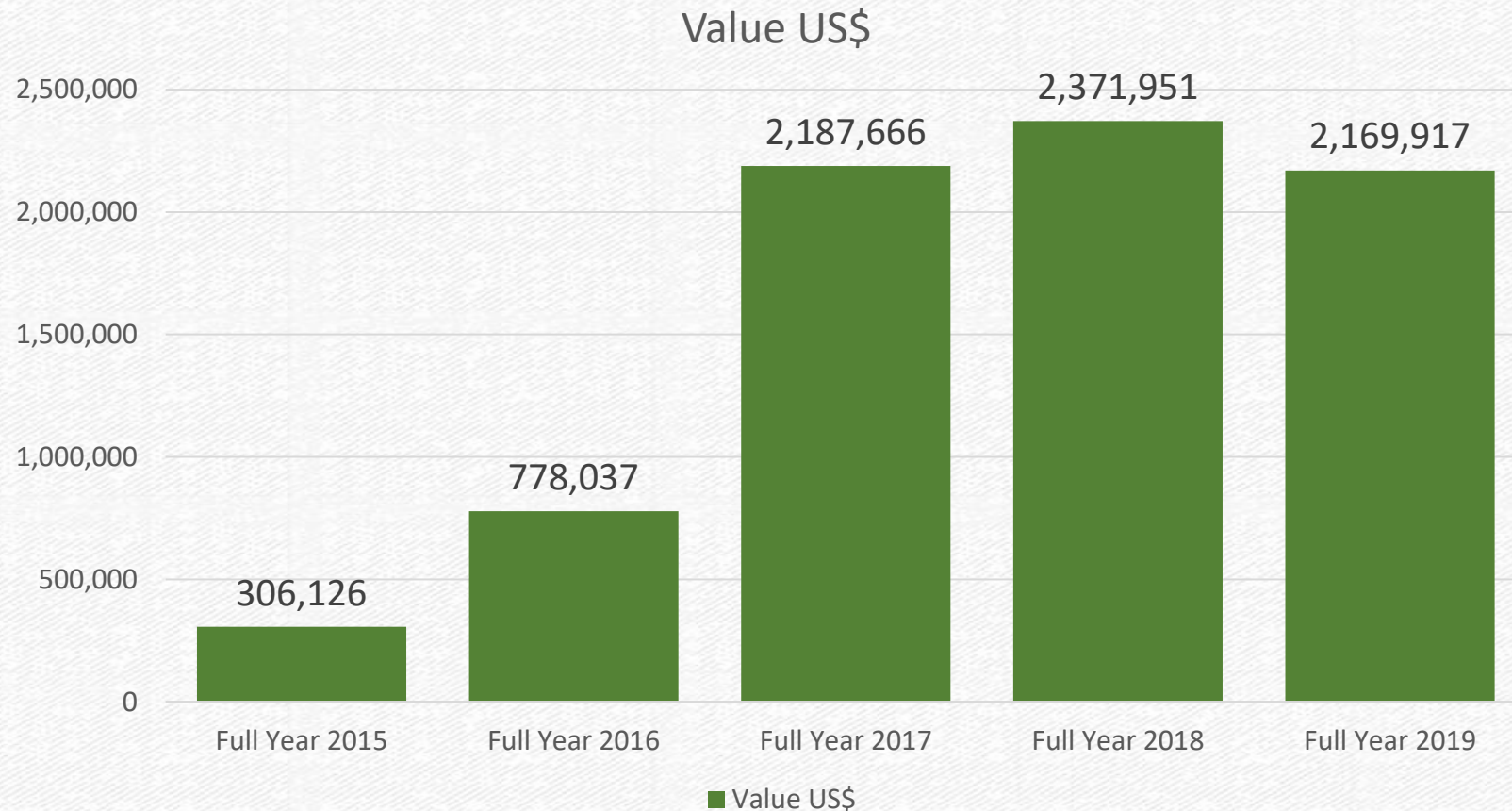
Strong Steady Growth

- Growing in volume with a CAGR of 23% for period 2015-2019
- That's growing more than double in a period of 5 years



Dollar Value Growth at 7X

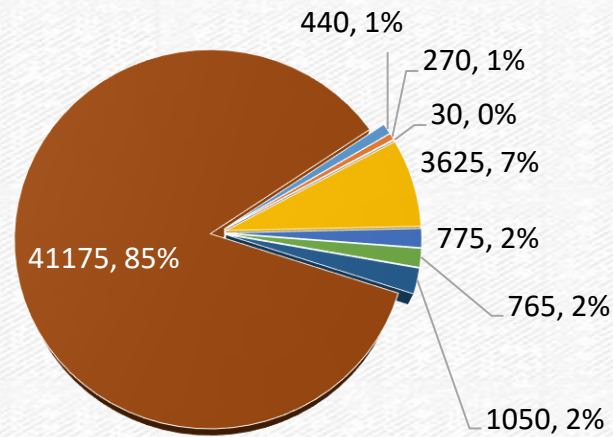
- Value growth with CAGR of 63%, growing 7X in just 5 years
- Premiumization resulted in higher value product mix



Emperador Light provides highest contribution

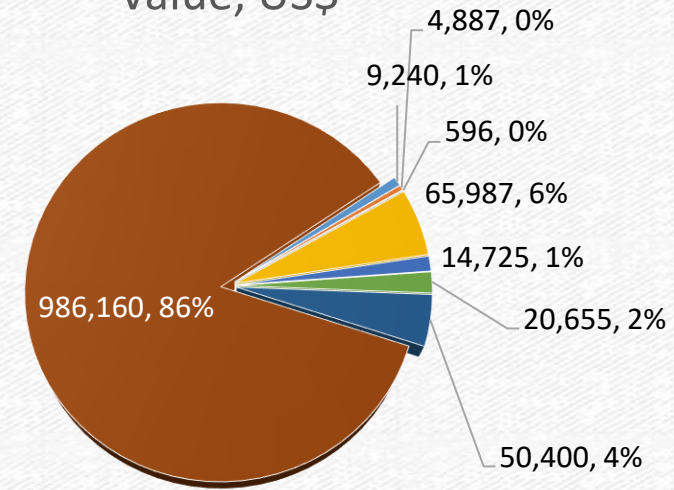
- Total Emperador has 98.5% volume and 98.7% value contribution.
- Emperador Light has 85.5% volume and 85.6% value share

Volume, Cs



- Andy Player
- The Bar
- Zabana
- Emperador Brandy
- Emperador Red
- Emperador Hot Shot
- Emperador Gold Limited
- Emperador Light

Value, US\$



- Andy Player
- The Bar
- Zabana
- Emperador Brandy
- Emperador Red
- Emperador Hot Shot
- Emperador Gold Limited
- Emperador Light

Consumers Enjoying Emperador Around The Globe

United States



Europe



Africa



Korea



Papau New Guinea



Cambodia





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BRANDY

VIDEOS

[REVIEW BY TASTINGS.COM](#)



[WATCH: HOW TO MAKE EMPIRATRIZ COCKTAIL](#)



SOCIAL MEDIA



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RED SANGRIA

- 1 Bottle Red Table Wine
- 1 Cup Orange Juice
- 1/2 Cup Rum, light or dark
- 1/4 Cup Emperor Brandy
- 3 oz Simple Syrup
- 4 Cups Lemon-Lime Soda or Sparkling Water
- 2 Cinnamon Sticks
- 3 Fresh Cloves
- 1 Apple Seeded and Chopped
- 1 Orange, cut in rounds
- 1 Peach, seeded and Chopped



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BRANDY

LIGHT

John Hancock

Hot Shot



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BRANDY ALEXANDER

- 1 oz. Emperor Brandy
- 1 oz. crème de cacao
- 1 oz. heavy cream
- Nutmeg



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LIGHT



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BRANDY

JUNGLE CAT

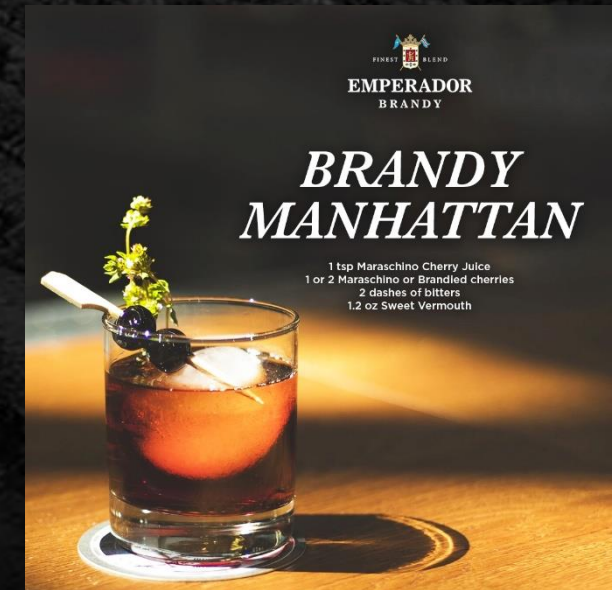
- 1 oz Vodka
- 1 oz Emperor Brandy
- 3/4 oz Campari
- 1/2 oz Simple Syrup
- 2 oz Pineapple Juice
- 1/2 oz Fresh Lime Juice
- 1 wedge Pineapple



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RED

Hot Shot



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BRANDY MANHATTAN

- 1 tsp Maraschino Cherry Juice
- 1 or 2 Maraschino or Branded cherries
- 2 dashes of bitters
- 1.2 oz Sweet Vermouth



EMPERADOR
BRANDY

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