

01.10.2022

RELAUNCH 10yo RON PIET & LAUNCH 3yo RON PIET



RELAUNCH 10yo RON PIET



LAUNCH 3yo RON PIET



RELAUNCH 10yo RON PIET

VISIBILITY
YOUNG TARGET GROUP
PRICE ADVANTAGE
HAMBURG
DESIGN
UNIQUENESS



LAUNCH 3yo RON PIET



RON PIET 3 years is the perfect addition to our existing 10-year-old rum. As a price entry-level brand in the premium rum segment, it appeals to the core target group of 20-30 year olds with its modern black design.

OLD
RSP 25,99 Euro
500ml



+18%
PRICE ADVANTAGE



NEW
RSP 29,99 Euro
700ml



Aged 10 years in Bourbon barrels in Panama. Bottled in Hamburg.

700ml / RSP: 29,99 Euro



Design Relaunch

Transparent bottle

Aged 3 years in Bourbon barrels in Panama. Bottled in Hamburg.

700ml / RSP: 19,99 Euro



New design for young target group

Black bottle, slightly transparent

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