



Five year plan input - Limoncè 2012-2016

Brand objectives

VISION: Limoncello is globally recognized as the only true brand of Limoncello, with category leadership in the world's top Limoncello markets (Italy, Germany, USA, Spain, Canada, TR, Greece, Portugal, Turkey, UK).

OBJECTIVE: To achieve 500.000 Litres of Limoncello by 2016 / To be No 1 selling Limoncello in every European market by 2020.

Target consumer

Men and women 30-60 years old (core target 35-44) who are attracted by authenticity and enjoy a refreshing taste experience. Successful and well educated, they are confident in themselves and upon their brand choices. They discerningly select brands based upon consistent high quality rather than high fashion. For them Limoncello is a fun indulgence for lively social occasion (friends or family). It is also for people in search of a stylish gift with a difference.

Core brand values

Consistent, fun, affordable indulgence, social, stylish, modern yet truly authentic.

Personality and Values from Limoncè positioning

Positive/optimistic, sunny, sociable, extrovert, genuine, trendy, dynamic, youthful, versatile

Brand positioning statement

For men and women of legal drinking age, who consume liqueurs, Limoncello is the stylish Liqueur with a „twist“ enjoyed socially, due to its simplicity and uncompromising consistent natural lemon taste.

Reason to believe

Limoncello is made with no colorants and no artificial flavouring. It's made from the peels of natural Italian lemons. Limoncello is the No 1 selling Limoncello in Italy, with over 25% market share and is also the best selling brand in the world. It is present in more than twice as many Italian households than any other spirit in Italy and is sold in 33 countries worldwide.

Gold Medal winner in Monde Selection 2010 in Belgium and World Spirits Competition in San Francisco in 2008. Further medals at International Spirits Challenge, iTQi and the International Review of Spirits awarded in 87 points and highly recommended.

Source of business

Key source of business will be from mainstream Italian liqueurs such as Amaretto, Sambuca. Secondary will be from liqueurs such as Baileys, Cointreau, Grand Mariner.



Limoncè

Brand building principles

In order to grow the Limoncello brand more aggressively, and ensure brand leader status in all key Limoncello markets, there are some key principles to follow:

Drive Awareness:

- Targeted media (mainly female lifestyle magazines) and the use of enhanced PR initiatives.
- Important gastronomy magazines are ideal for communicating Limoncello's association with after meal indulgence..
- Use of advertorial templates (to be provided) to gain coverage in key media.

Generating Consumer Pull:

- Build distribution in key channels (both HoReCa and Retail)
- Focus on Italian Restaurants, bars, Pizzerias...etc for higher volume on-trade outlets for Limoncello.
- Inform and educate consumers as to how to drink this brand and they will appreciate its refreshing lighter style
- Trial new drink recipes in key on-trade outlets (take Limoncello consumption out of the post-meal occasion)
- Maximise visual impact on the yellow lemon and contrasting blue (brand colours)
- Tent cards in the on trade with suggested drink recipes (long simple drinks)
- Neck hangers in the off trade (again providing new drink recipes)
- Try to avoid Italian restaurants giving product away at the end of meals (cheapening the category image)
- Communicate more effectively the category leadership position in Italy

Creation of Incremental Value:

Generating trial and awareness must be underpinned by a pricing strategy that positions the brand at the top end of Limoncello category, conveying its stylish Italian origin to the consumers. Promotional activity should focus on adding value and informing and educating consumers how to drink this brand.

Consumption:

Limoncé is ideally served icy cold as an after-dinner drink, or with a mixer (eg. Ginger Beer or tonic). It is the perfect anytime natural refresher, available as both a liqueur and liqueur cream.

Suggested Promotional Mechanics

off-trade

- Glass on pack
- Neoprene cooler jacket
- Giftbox
- Price off (max 15% off RSP) or discount coupons
- Neckhangers

on-trade

- Tent cards
- Cocktail of the month
- The perfect serve

Brand extension:

Limonce Amaro

Limoncé Amaro is a fusion of traditional dark herbal bitters with the bright, sunny essence of Italian lemons which combine to create an unexpected explosion of flavour.

Limoncé Amaro, the herbal lemon bitter, is different and truly innovative. It is an infusion of more than 30 herbs, aromatic roots and flowers (among them: gentian, juniper, dittamo, angelica, china, cera, thyme, coriander) which are carefully selected and blended in the right proportions, according to a unique recipe, and then to which a separate lemon peel infusion is added. Limoncé Amaro is the result of a perfect harmony of herbal bitters with the refreshing sweetness of Italian lemons and combines the digestive properties of both to deliver a enjoyably pleasant and delicate flavour.

Limonce Cream

Limoncé Cream is an artful blend of natural limoncello liqueur and fresh cream. Best enjoyed chilled neat or over ice and can be used as an ingredient for a variety of desserts.

Limonce Ice

Limoncé Ice is a refreshing, crystal clear liqueur that combines the zesty freshness of the best Italian lemons with the thirst quenching ingredients of mint and ginger. Sipping Limoncé Ice is a rewarding, sensory experience that provides a real moment of relaxation. Drink it iced and neat or mix with Ginger Ale for a refreshing long drink.

