

The logo for XANTÉ is centered on a black rectangular background. The word "XANTÉ" is rendered in a stylized, outlined font. The letter 'X' is particularly distinctive, featuring a thick, golden-yellow swoosh that curves around its left side. The remaining letters 'A', 'N', 'T', and 'É' are also outlined but lack the golden swoosh. The 'É' includes an accent mark. The entire logo is set against a vibrant orange background that is framed by a border of green pears and leaves.

XANTÉ

What is the core of Xanté

Xanté's Origins

In the late 19th century when master blender Richard Heinrich at the Maison Heinrich Liquoristerie Artisanale in Belgium composed a blend that fused the textures of cognac and the aromas of sweet pears, it was born out of the ambition to create something entirely new.

Xanté invites you to the world of unexpected by:

Mixing ingredients that traditionally are not meant to be blended together.
Creating flavours and experiences without regards to convention.
Speaking our mind and doing whatever we want to. Our originality and taste create reactions. Some might even think we're a bit "too much".
Challenging pre-conceptions and lifting your mind from everyday boredom to new possibilities.

Xanté's Mission

Become an iconic global cross-category innovator for younger enthusiastic explorers and up beat socialites



XANTÉ

Who is Xanté for



Rethinking our positioning

We define ourselves as progressive, unexpected and fun. Progressiveness captures our unique spirit as well as our values, while unexpected and fun illustrate the personality we share with our consumers.

Target group mindset

“I want my life to be exciting and fulfilling. I enjoy being challenged by experiences that bring in new perspectives. There is always more to discover.”

Who should we connect with?

Xanté is a brand for those who go their own way. For the creative and the visionaries. For those who just wanna have fun – without being confined by boring norms. We call them enthusiastic explorers and taste influencers.

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Target groups

Core target group:

The enthusiastic explorer

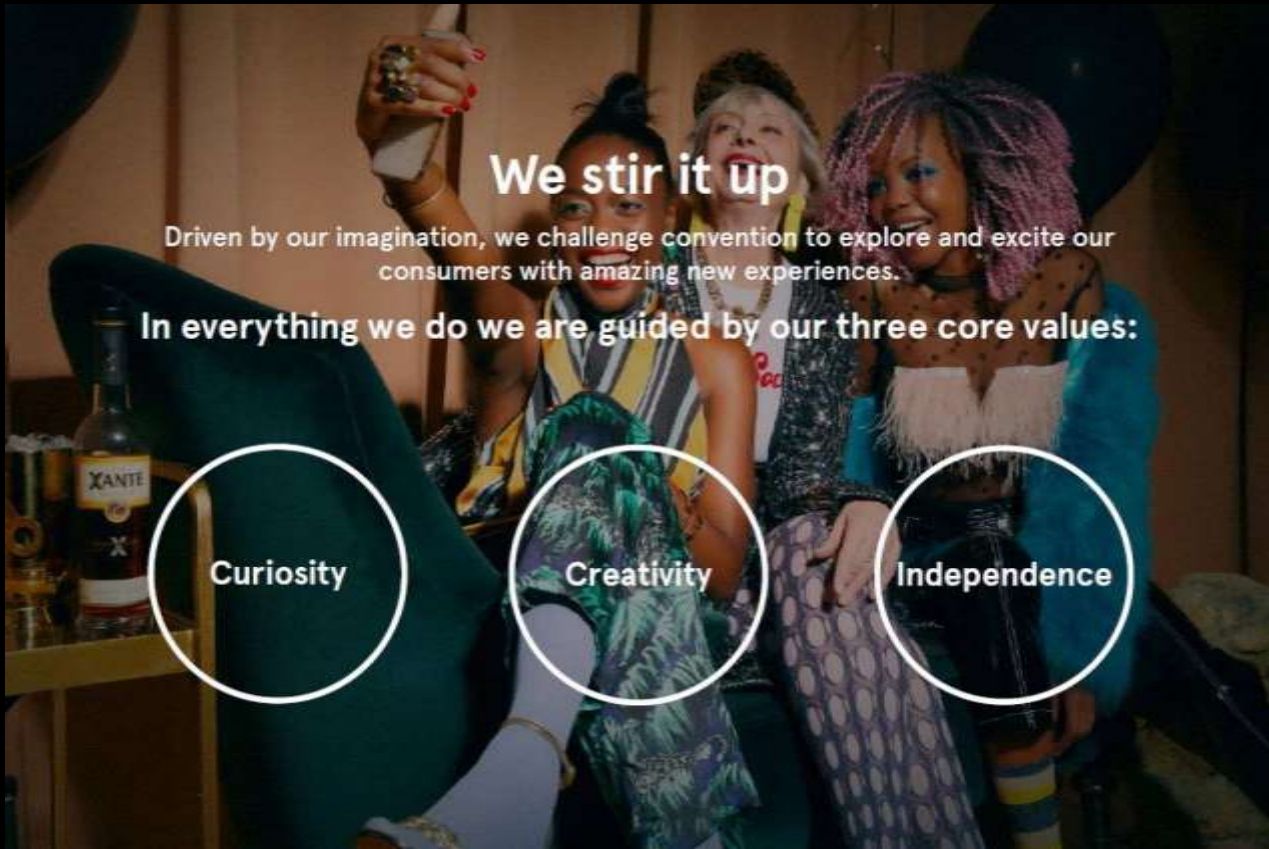
Driven by a strong need of self-fulfillment, the enthusiastic explorer always search for new experiences and ways to share fun. They are open-minded, confident and outgoing with a strong connection to contemporary trends.

Aspirational target group:

The Taste Influencers

As a sub-set of enthusiastic explorers; the taste influencer is a person with the power and tool to influence other. They are creative, confident and outspoken personalities with a personal brand, both in and outside social networks. The taste influencer are in the habit of advocating brands and new experiences, as long as its in line with their personal values and strengthen their personal brands.





We stir it up

Driven by our imagination, we challenge convention to explore and excite our consumers with amazing new experiences.

In everything we do we are guided by our three core values:

Curiosity

Creativity

Independence

XANTÉ

Current Portfolio

HERO
Cognac & Pear



100 cl Glass
50cl Glass
50cl PET
5cl PET

Dark Chocolate &
Pear



100 cl Glass
50cl Glass

Rum & Pear



50cl glass

Latte & Pear



50cl glass

Sour & Pear



50cl glass
(sleeved)

Passion Fruit & Pear



50cl glass

Sparkling & Pear



75cl glass

XANTÉ – Cognac & Pear

DESCRIPTION

The original Xanté liqueur product blend that fusing rich cognac and the aromas of sweet pears. Excellent post dinner indulgence enjoyed neat with ice and a perfect base for delicious cocktails.

Vegan friendly product
ABV: 35%

SKUs

1L, 50 cl (glass & PET) miniatures 5cl



XANTÉ

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XANTÉ – Dark Chocolate & Pear

DESCRIPTION	First line extension for Xanté liqueurs. Original Xanté taste combined with dark chocolate. The profile of dark chocolate, pear and cognac results in a beautiful premium liqueur experience. A treat to yourself or the perfect after dinner sip. Vegan friendly product ABV: 38%
SKUs	50 cl (glass & PET)



XANTÉ – Rum & Pear

DESCRIPTION

Xanté Rum & Pear is a pear liqueur with a twist of rum, perfect to be enjoyed over ice or as a base in an innovative mojito or a new exciting rum and coke
Casual premium fitting the Xanté brand promise of being modern and fun

Vegan friendly product
ABV: 35%

SKUs

50 cl (glass)



XANTÉ

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XANTÉ – Sour & Pear

DESCRIPTION

A sour and sweet liqueur with a very distinct taste of passionfruit and sweet pear, topped up with a hint of cognac.

A unique taste combination with Xanté character where we mix flavors that are not traditionally mixed. Sweet, flavorful pears together with the popular sour passion fruit flavor provide a completely new and unexpected taste experience.

Vegan friendly product
ABV: 15%

SKUs

50 cl



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XANTÉ – Sour & Pear

DESCRIPTION

A line extension to the Xanté portfolio. A fresh and sour liqueur with a touch of lemon in a nice balance with familiar Xanté sweet pear. Perfect served icy cold as a shot or as a base for delicious drinks. Bottle design done with mosaic printing making every bottle unique.

Vegan friendly product
ABV: 15%

SKUs

50 cl



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