



For immediate release

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Phraya, Asia's Most Luxurious Rum, Makes its Travel Retail Debut in Bangkok's Suvarnabhumi International Airport

Phraya Rum made an impressive entry in to the global travel retail market with an exclusive launch at Bangkok's Suvarnabhumi International Airport. Phraya, the first and only luxury rum produced in Asia, is now available in two of the airport's selected King Power Duty Free shops (DW5 and K6) and will be rolled out to key international markets later this year.

Phraya's presence in the sector is an important step in the brand's plans for global strategic growth and follows a recent Gold Medal win at the 2012 Beverage Testing Institute's (BTI) Spirits Competition where it was rated 'exceptional'. The BTI tasting notes highlighted its exceptional quality: *"...sweet frosted coconut cake, banana custard, and tropical fruit blossoms aromas and flavors with an off-dry medium-to-full body and a caramelized roasted nut and baking spice finish. Tasty and vibrant."*

Phraya's eye catching bottle was also recognized at the 2012 Asian Spirits Masters, where it was the only brand to receive gold for packaging design in the rum category.

James Bateman, Global Travel Retail Manager of International Beverage Holdings says: *"Suvarnabhumi International Airport is the perfect platform to showcase the product as we now plan to launch the brand into selected international markets later this year. There is clearly an opportunity for luxury rum such as Phraya and the feedback from consumers, particularly from Russia, China, US, Korea, Japan, and India has been most encouraging and we are already seeing repeat purchase."*

Toranin Kiaticchai, International Senior Brand Manager – Thai Spirits Portfolio of International Beverage Holdings says:

"The awards won by the world's only luxury rum from Asia are testament to Phraya's dedication to refined craftsmanship in every aspect of production."

Phraya itself is deep matured TM in oak barrels and then only the finest rums are selected for blending, Phraya is meticulously crafted to result in a beautifully balanced and seamlessly smooth spirit.

Phraya has a highly distinctive character that is reflected by the unique design of a bottle rich in symbolism. The symbols represent fire, earth, air and water, four ancient elements which inspired the creation of this luxury spirit. It is distilled, matured, blended and bottled in Thailand. For more information, please visit www.phrayarum.com



Phraya Rum is sold in a 750ml bottle at 40%abv. It retails for 1,600 Baht (approximately USD 50/euro 40.45/GBP 30.60).

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Notes to editors

About International Beverage Holdings

International Beverage Holdings Limited is one of the industry's most dynamic global drinks businesses. Established in 2006 as the international arm of ThaiBev, we specialise in developing distinctive, premium local brands for global growth, with a portfolio that is led by a range of high quality Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the market today. These high quality brands are enjoyed by consumers in over 85 global markets and include Chang Beer, Mekhong, Old Pulteney Single Malt Scotch Whisky, Hankey Bannister blended whisky and Caorunn Gin.