



**Export Monkeys got the exclusive rights for Propeller
RUM brand (Mineraliai vandenys).**



PROPELLER

Brand presentation



EVERYDAY DISCOVERY

Propeller is the everyday discovery and adventure: different parts of the world through new sensations, savoring drinks and cocktails.



POSITIONING

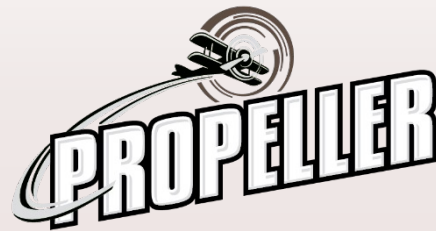
BRAND ESSENCE

Everyday discovery

BRAND PERSONA

Dynamic, daring, independent,
strong and bold

35 – 40 years old Indiana Jones



EMOTIONAL BENEFITS

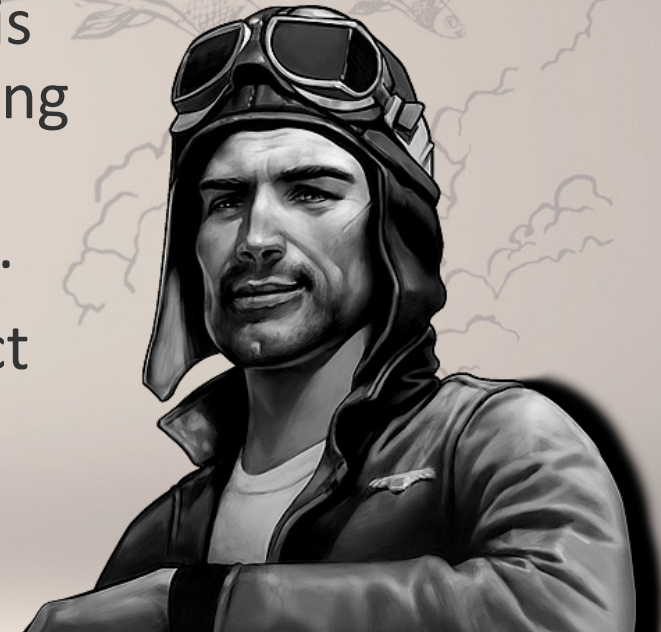
PROPELLER is the everyday
discovery and adventure: different
parts of the world through new
sensations savoring drinks

FUNCTIONAL BENEFITS

Authentic Caribbean rum
Gin created according to
original recipe

PROPELLER LEGEND

- Propeller drinks are inspired by adventures of famous yet mysterious traveller, known only as Mr. Propeller. Very little is known about this gentleman. He doesn't reveal much. But one day he can be spotted in New York, another in Kuala Lumpur sipping exotic cocktails.
- The mysterious Mr. Propeller relies only on two things in his travels across the world – his plane and his gut-feeling, giving him directions. He is the air pilot who travelled continents, admired breathtaking views, tasted the most exotic flavors.
- Propeller started this journey. It's just the beginning, expect more to come...



PROPELLER architecture



PRODUCT CATEGORY	GIN	RUM	WHISKY
PRICE SEGMENT	MAINSTREAM	MAINSTREAM	MAINSTREAM
ABV %	40 %	37,5%	40 %
PACKAGE TYPE		0,5L, 0,7L	

PROPELLER brand USP's

- Non-traditional form of label that stands out on the shelves
- Original and easy-to-remember brand name
- Dynamic and visible logo
- Memorable brand hero and legend
- Great quality and price ratio





ARCTIC OCEAN

ARCTIC OCEAN

Greenland
(DENMARK)

R U S S I A

CANADA

UNITED STATES

NORTH ATLANTIC OCEAN

NORTH PACIFIC OCEAN

NORTH PACIFIC OCEAN

N SOUTH PACIFIC OCEAN

BRAZIL

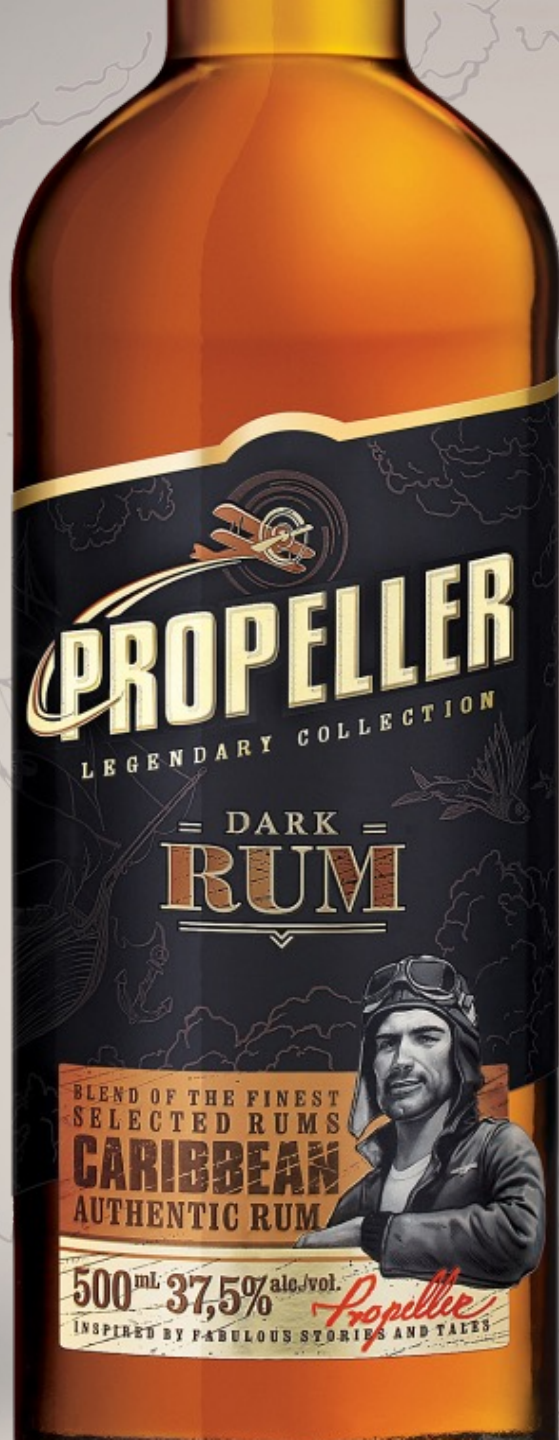
SOUTH ATLANTIC OCEAN

INDIAN OCEAN

AUSTRALIA

Propeller sales
worldwide





PROPELLER DARK RUM

PRODUCT CATEGORY Rum

TYPE Sugar cane

COUNTRY OF ORIGIN Caribbean

AVAILABLE CAPACITY 0,5

ABV% 37,5

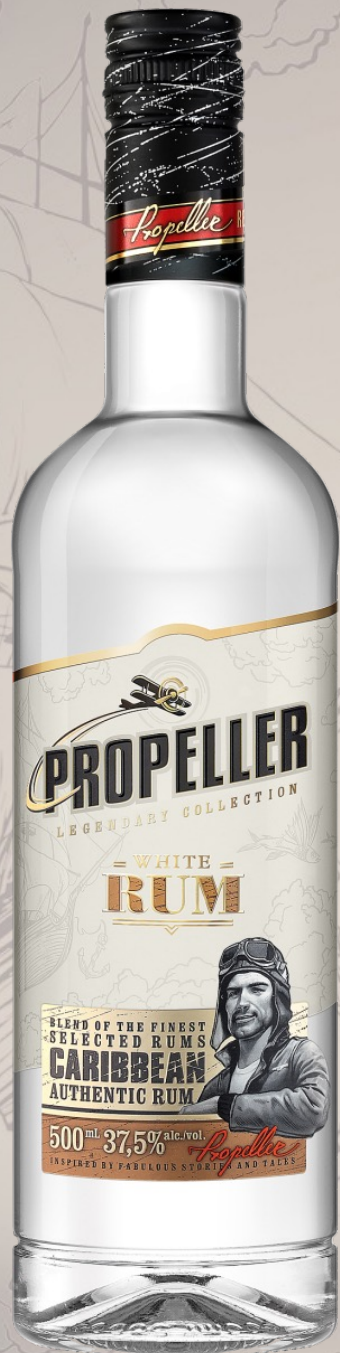
TASTING NOTES Aroma: very balanced with notes of spices, caramel and pear
Colour: dark brown
Taste: rich with long-lasting finish

ABOUT THE PRODUCT Propeller is a superior quality dark rum notable for its excellent flavor profile and rich taste, blended at a Dutch factory producing rum since XIX century.

SALES ARGUMENTS

- Authentic rum
- Quality product
- Great quality and price ratio
- Excellent affordability (0,5 l bottle is better for trial than 0,7 l)

COMPETITIVE ENVIRONMENT Mainstream segment, main competitors – “Bacardi”, “Havana Club”.



PROPELLER WHITE RUM

PRODUCT CATEGORY	Rum
TYPE	Sugar cane
COUNTRY OF ORIGIN	Caribbean
AVAILABLE CAPACITY	0,5
ABV%	37,5
TASTING NOTES	<p>Aroma: remarkably rich and mellow with notes of sage and green apple</p> <p>Color: colorless</p> <p>Taste: smooth and well-balanced</p>
ABOUT THE PRODUCT	Propeller is a superior quality dark rum notable for its excellent flavor profile and rich taste, blended at a Dutch factory producing rum since XIX century.
SALES ARGUMENTS	<ul style="list-style-type: none">• Authentic rum• Quality product• Great quality and price ratio• Excellent affordability (0,5 l bottle is better for trial than 0,7 l)
COMPETITIVE ENVIRONMENT	Mainstream segment, main competitors – “Bacardi”, “Havana Club”.

PROPELLER RUM PRODUCT ATTRIBUTES

- Authentic Caribbean rum
- Blended at a factory making rum from the end of XIX century
- Perfected by experienced rum masters





PROPELLER GIN

PRODUCT CATEGORY Gin

TYPE Distilled

COUNTRY OF ORIGIN Lithuania

AVAILABLE CAPACITY 0,5

ABV% 40

TASTING NOTES Front palate of Propeller GIN has a honest punch of juniper berries, whilst mid palate delivers continuous fresh citrus character from citrus peel and coriander evolving into sweet and zesty finish, which is achieved by a pinch of dill.

ABOUT THE PRODUCT Propeller gin is an authentic product created by Stumbras master distiller and notable for its rich flavor and excellent taste.

SALES ARGUMENTS

- Original recipe
- Quality product
- Great quality and price ratio
- Excellent affordability (0,5 l bottle is better for trial than 0,7 l)

COMPETITIVE ENVIRONMENT Mainstream segment, main competitors – “Beefeater”, “Gordon’s”.

PROPELLER GIN PRODUCT ATTRIBUTES

- Created according to original recipe
- Perfect balance of 5 botanicals:
juniper, lemon, ginger, coriander and dill
- Pure and crisp



PROPELLER SCOTCH WHISKY



PRODUCT CATEGORY	Scotch whisky, distilled and blended in Scotland
COUNTRY OF ORIGIN	Scotland
AVAILABLE CAPACITY	0,5
ABV%	40
TASTING NOTES	<p>Aroma: subtle bouquet of fruits, malt, spices tones and a hint of smoke.</p> <p>Color: dark brown</p> <p>Taste: smooth and balanced, with hints of vanilla, dark fruits, caramel and smoke. The aftertaste is elegant and light, with subtle notes of oak.</p>
ABOUT THE PRODUCT	Rich, full and flavorsome real blended scotch whisky. A versatile whisky to keep in drinks cabinet.
SALES ARGUMENTS	<ul style="list-style-type: none">• Original recipe• Real Scottish whisky• Great quality and price ratio• Excellent affordability (0,5 l bottle is better for trial than 0,7 l)
COMPETITIVE ENVIRONMENT	Mainstream segment, main competitors – “Grant’s”, „Ballantines“

PACKAGE DESIGN AWARDS



A' DESIGN AWARD
& COMPETITION 

AWARD WINNING DESIGN
GOLD A' DESIGN AWARD

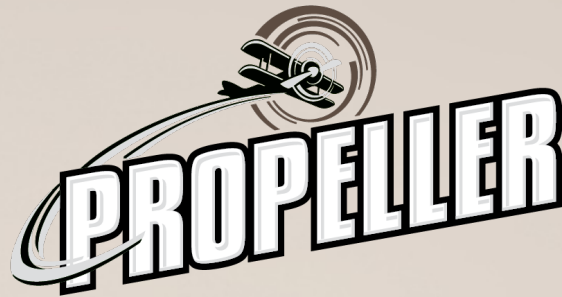
2014

TASTE AWARDS





Let's travel the world together with



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