

RedLeg listed in major UK supermarket chain

Monday 22 August, 2016

Distil plc ("the Group" or "Distil") (AIM: DIS), owner of premium drinks brands, is pleased to announce that another leading supermarket group has listed RedLeg Spiced Rum ("RedLeg") for its stores throughout the UK.

This follows the successful listings of RedLeg in April 2015 and October 2015 by two major UK grocery chains and further increases this brand's presence and availability in the UK.

We are also pleased to announce that trading in the first quarter (April-June) of the current financial year has been broadly in line with our expectations. Both sales volumes and revenues were up 1% and 5% respectively over the same period last year which contained our first listing with pipe fill to a major grocery chain, combined with major launch promotional activity which is phased differently this year.

Don Goulding, Executive Chairman of Distil, said:

"We are delighted RedLeg Spiced Rum has been listed by another major UK supermarket chain, further enhancing awareness and availability of this popular brand which is growing in both the On trade and Off trade. We continue to make steady progress across the portfolio with our brands benefiting from increased marketing activity."

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