



RIGA BLACK

SINCE **XO** 1752

YOUR ROYAL HIGHNESS



IN 1725, CRAFTED BY THE HANDS OF A TRUE MASTER WITH A PRECISE BLEND OF BOTANICALS, SPICES, AND OILS FROM AROUND THE WORLD, OUR SIGNATURE BITTER – **RIGA BLACK BALSAM** – WAS BORN.

IN 2019, OUR VALUES REMAIN UNCHANGED: EXCEPTIONAL TASTE AND FINESSE IN EVERYTHING WE DO. EQUALLY PASSIONATE ABOUT FLAVOUR AND DESIGN, BY EMPLOYING THE WISDOM OF OUR PREDECESSORS AND OUR CENTURIES-OLD SECRET RECIPE, WE'VE CREATED THE MOST INTRIGUING BEVERAGE TO DATE. INTRODUCING – **RIGA BLACK BALSAM XO** –

A UNIQUE BLEND OF OUR LEGENDARY BITTER AND EXQUISITE 8 YEARS OLD FRENCH BRANDY. MATURED IN OAK CASKS, FILLED IN A SOPHISTICATED AND ELEGANTLY DESIGNED BOTTLE, **RIGA BLACK BALSAM XO** IS THE ESSENCE OF JOIE DE VIVRE FOR THE 21ST-CENTURY CONNOISSEUR. A TRUE MODERN CLASSIC.

JOY COMES FROM WHERE YOU LEAST EXPECT IT. IT'S USUALLY THE SIMPLE THINGS. ENJOY **RIGA BLACK BALSAM XO** – IT'S SIMPLY EXQUISITE.

WHAT MAKES RIGA BLACK BALSAM XO OUTSTANDING?

THIS IS THE MOST PRESTIGIOUS VERSION OF THIS LEGENDARY HERBAL BITTER THAT HAS EVER BEEN CRAFTED.



An extraordinary masterpiece dating back to 1752



Authentic bittersweet taste



All-natural ingredients



A unique blend with exquisite 8yo french brandy



Cask matured liquid for flavour perfection



Handcrafted in small batches



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CRAFTING PROCESS



Riga Black Balsam is crafted from 24 all-natural ingredients, including 7 botanicals - extracts of carefully selected herbs, roots, berries and buds.



In crafting process we are using our unique single-barrel infusion technology. Botanicals are infused in spirit-water mix to drive so called "Riga Black Balsam essence" - basis for final product.



After the essence is blended with exquisite 8YO French brandy and the rest of the ingredients, such as natural juices, grain spirit, water, sugar syrup and cask matured for 6 months for flavour perfection.



After 6 month aging in oak barrels, Riga Black Balsam XO is ready to be bottled in hand-made glass bottles.

RIGA BLACK BALSAM XO LOVERS

- Wealthy people with mature taste profile.
- Consumers who prefer intensive, complex flavours, bitter tastes.
- Riga Black Balsam XO is a perfect product and experience for those who enjoy premium brandies, cognacs, rums.

RIGA BLACK BALSAM XO EXPERIENCE

Excessive aromas of botanicals, black pepper and caramel accompanied with notes of mature fruits and wood. Complex flavour. Combination of bitterness from riga black balsam with sweetness, fruitiness of brandy.

PRIMARY NOTE – bitterness of riga black balsam botanicals.

SECONDARY NOTE – sweetness of caramel & mature fruits.

OVERALL SOFT ON PALLET – balmy, creamy, pleasant and velvety with great affluence of flavours.

Alc. 43% vol.

BEST ENJOYED

- Original and unique liquid of Riga Black Balsam XO demands, that you enjoy it neat (sipping as cognac, or top class brandy), or mix it in exclusive cocktails.
- A perfect digestif.

DISTRIBUTION AND POSITIONING

Competitive set can be different by countries (based on strategic agenda), but shares the same baseline. Primary competitors – CRAFT / PREMIUM, XO SEGMENT DARK SPIRITS (RUM, BRANDY, COGNAC, WHISKEY, DIFFERENT BLENDS or XO level SKU's from main bitters category competitors)

Available in premium retail stores and top class cocktail bars.



TECHNICAL INFORMATION

PRODUCT	Riga Black Balsam XO
VOLUME	0.7l / 70cl
ABV	43%
UNITS PER BOX	3 bottles
BOTTLE & GIFT BOX EAN CODE	4750021008757
TRANSPORTATION BOX (3) EAN CODE	4750021008764

LOGISTIC INFORMATION (Euro pallet)

	SIZE (L/W/H)	CASES PER ROW	ROWS PER PALLET	CASES PER PALLET	BOTTLES PER PALLET	TOTAL PALLETS	TOTAL CASES	MAX LOAD WEIGHT KG
40' container	120x80x140	12	5	60	180	24	1440	11'210
20' container	120x80x140	12	5	60	180	11	660	5'138

ABOUT AMBER BEVERAGE GROUP

Amber Beverage Group is a holding company that has grown from its original core production business established in 1900, to become the global company that unites over 2200 employees in 13 companies across 4 continents.

Amber Beverage Group operates internationally from head office in Luxembourg through its production and distribution companies in Russia, Mexico, UK, Australia and the Baltics. It is the Baltic region's leading producer, distributor, logistic provider and retailer of alcoholic beverages.

AMBER BEVERAGE GROUP

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