

A black and white advertisement featuring a man in a dark suit playing a saxophone. The background is a store aisle with shelves of products. A white world map is overlaid on the scene. The text 'RETAIL INCREIBLE GIFTS' is centered in the upper half.

RETAIL INCREIBLE GIFTS

ASHFORD
HANDELS GMBH
EST. 1993

SAN FRANCISCO
WORLD

SPIRITS
COMPETITION

2014
DOUBLE
GOLD

The best flavored

rum



SAN FRANCISCO WORLD
SPIRITS COMPETITION

DOUBLE GOLD MEDAL WINNERS

Caribbean Treasure Rumby Mango Rum
Manzyrev Studio, Germany

Caribbean Treasure Rumby Vanilla Rum
Manzyrev Studio, Germany

Tanqueray No. Ten Gin
Design Bridge, Great Britain

Hanson Of Sonoma Vodka
Stranger & Stranger Inc., USA

The best flavored

RHEINISCHE POST

Getränkehersteller Ashford räumt P
Bei der renommierten San Francisco World Spirits Competition gab es Medaillen un

VON JAN SCHNEITLER

Einem eindeutigen Spitzen-Weitbe-
werb in der Art einer Weltmeister-
schaft gibt es zwar nicht. Doch
selbst auf die Frage, ob nun der Os-
zählene Palme von Venedig

vored Rum" den Gesamtsieg mit der
Bestnote „Double Gold“, ebenso
„Double Gold“ für die Verpackung.
Dieselbe Wertung gab es für die Ver-
packung des „Caribbean Treasure
Rumby Mango“, für das eigentliche
Getränk immerhin noch Bronze.

Besonders der Gesamtsieg in der
Kategorie „Flavored Rum“ lässt auf-
merksam werden: Ashford, eigentlich

beschäftigt sich erst seit 2007 mit
Getränken, seit 2011 unter der Mar-
ke Savibona (eine Großformel in
der Sprache der Zulu). „Wir arbeiten
mit Qualität, mit Emotion – und mit
Design“, sagt Projektleiter Skender
Nikaj. „Unser Vorbild ist Steve Jobs
von Apple.“ Und daneben Dietrich
Mateschitz, der Gründer von Red
Bull. Denn Ashford setzt auf auffälli-
ge, anspruchsvolle Verpackungen

Kunst auf der Flasche
Mönchengladbacher Unternehmen erhält Auszeichnung für Design und Geschmack ihres R

Eigentlich wollte für die national
Markte Gebot nur das rhytapa
sche Wort. „Dabei sein ist al-
tes“. Am Ende aber bekam die
Mönchengladbacher Unterneh-
men bei der San Francisco
World Spirits Competition gleich
mehrere Preiszeichnungen für
Design und Geschmack der ein-
geprägten Produkte.



PACKAGE
DESIGN AWARD
2014

SAN FRANCISCO
WORLD
SPIRITS



*For you
and the ones you care for
the best present*

RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993



caribbean treasure

mango based on caribbean rum

Case pack	6 x 0.70
ABV	37,5%
Available	NOW



RETAIL INCREDIBLE GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...A perfect combination of Character and Aromas,
<<Caribbean Treasure>> reveals the notes of Caramel, Spices,
Orange Peel, Vanilla Stick, dried Tropical Fruits and aged Oak.
Tastes great straight or on the rock.



caribbean treasure vanilla

based on
caribbean rum

Case pack	6 x 0.70
ABV	37,5%
Available	NOW



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...A perfect combination of Character and Aromas,
<<Caribbean Treasure>> reveals the notes of Caramel, Spices,
Orange Peel, Vanilla Stick, dried Tropical Fruits and aged Oak.
Tastes great straight or on the rock.

caribbean treasure

guava based on
caribbean rum

Case pack	6 x 0.70
ABV	37,5%
Available	IV-2014



RETAIL INCREDIBLE GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...A perfect combination of Character and Aromas,
«Caribbean Treasure» reveals the notes of Caramel, Spices,
Orange Peel, Vanilla Stick, dried Tropical Fruits and aged Oak.
Tastes great straight or on the rock.

caribbean treasure coffee based on caribbean rum

Case pack	6 x 0.70
ABV	37,5%
Available	IV-2014



RETAIL INCREDIBLE GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...A perfect combination of Character and Aromas,
«Caribbean Treasure» reveals the notes of Caramel, Spices,
Orange Peel, Vanilla Stick, dried Tropical Fruits and aged Oak.
Tastes great straight or on the rock.

caribbean treasure

rum caribbean

Case pack 6 x 0.70

ABV 37,5%

Available IV-2014



BLEND 11

RETAIL INCREDIBLE GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

caribbean treasure

spiced **rum** caribbean

Case pack 6 x 0.70

ABV 37,5%



DETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

NEW 2015

sin brida

ultra premium **tequila**
passion of genius

Case pack	6 x 0.70
ABV	40%
Available	IV-2014



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

Special edition.
In commemoration of 110th anniversary
of Salvador Dali / 11.5.1904-11.5.2014 /

sin brida

ultra premium **vodka**
passion of genius

Case pack	6 x 0.70
ABV	40%
Available	IV-2014



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

Special edition.
In commemoration of 110th anniversary
of Salvador Dali / 11.5.1904-11.5.2014 /

sin brida

ultra premium **tequila**

I am the master of my soul

Case pack	6 x 0.70
ABV	40%
Available	2015



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...Emotional Character,
Vigor and bright Individuality!

10 p.m. waiting waiting for you

ultra premium **vodka**

Duty Free Limited Edition

Case pack	6 x 0.70
ABV	40%
Available	2015



RETAIL INCREDIBLE GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

...This Ultra Premium Vodka is produced from Grapes and reveals a True Vodka Character. Pure and Light. Deeply Emotional. Something you've never experienced before...

ars 22

energy drink **guava**

Case pack	24 x 250 ml SLIM
	2 592 on pallet
Available	NOW

New Natural Taste: Natural Caffeine.
Natural Flavoring. Natural Colorant from Carrot. 5% Juice.
Produced: Austria, Germany.



Nº 1



Nº 2

RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

ars 22

energy drink **guava**

Case pack	24 x 250 ml SLIM
	2 592 on pallet
Available	NOW

New Natural Taste: Natural Caffeine.
Natural Flavoring. Natural Colorant from Carrot. 5% Juice.
Produced: Austria, Germany.



Nº3



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

Nº4



ars 22
energy drink **guava**

Case pack	24 x 250 ml SLIM
	2 592 on pallet
Available	NOW

New Natural Taste: Natural Caffeine.
Natural Flavoring. Natural Colorant from Carrot. 5% Juice.
Produced: Austria, Germany.



Nº5



Nº6



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. 1993

sawubona

lemonade **golden delicious apple**

Case pack	24 x 250 ml
	2 592 on pallet
Available	2015



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

sawubona

lemonade **valencia orange**

Case pack	24 x 250 ml
	2 592 on pallet
Available	2015



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

sawubona

lemonade **ruby grapefruit**

Case pack	24 x 250 ml
	2 592 on pallet
Available	2015



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

sawubona

lemonade **apple mint limette**

Case pack	24 x 250 ml
	2 592 on pallet
Available	2015



RETAIL
INCREDIBLE
GIFTS



ASHFORD
HANDELS GMBH
EST. **A** 1993

RETAIL INCREDIBLE GIFTS



ASHFORD
HANDLS GMBH
EST. 1993

