



PRESS INFORMATION
16 October 2007

TFWA WORLD EXHIBITION
Red Village K12

SETTING OUT ON ROUTE 66 WITH PROTÉGÉ INTERNATIONAL

Protégé International has a domestic success on its hands which bodes well for the future of Route 66 Beer in international duty free and travel retail markets.

The premium beer, a light Pilsner-style lager which epitomises the hedonistic attitude of those who trailed Route 66 from Chicago to Los Angeles in the 1960's, is now being sold in all 57 Tesco stores in Ireland.

Such is its appeal that it can command its full recommended retail price in spite of new legislation that allows retailers such as Tesco to sell products below their invoice price as loss leaders.

On the international circuit Route 66 Beer was chosen as the official beer for the UK launch of the prestigious Embassy Abu Dhabi restaurant and private members club, modelled on the Embassy in London, which will open its doors to a select membership on 14th November.

C.G. Hibbert Ltd, the largest supplier of bonded stores for the UK duty free market including cross-Channel operators Seafrance, Speedferries and Eurotunnel, has chosen to list Route 66 beer on the ferries and also in Calais which is stimulating demand for the product in the UK and elsewhere in Europe.

André Levy, CEO Protégé International: "The success of Route 66 Beer in very different markets - from a private club favoured by celebrities to a retail giant - demonstrates that there are specialist beer drinkers everywhere looking for something out of the ordinary. Route 66 Beer with its cool, laid-back image fits well in the very specialised duty free context where bulk purchase is not an option and individuality is king."

The full range of products presented to duty free and travel retail by Protégé International including The Wild Geese Collection of Irish whiskey and a diverse portfolio of cigarettes is being exhibited at TFWA World Exhibition (22-26 October) on stand K12 Red Village.

Ends



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