X-RATED FACT SHEET

X-RATED
X-Rated Fusion Liqueur is a sensuous blend of ultra premium French vodka and blood oranges, mingling with mango and passion fruit made by Gruppo Campari. It has an alcohol content of 17% alcohol by volume.

FIRST INTRODUCED TO US
X-Rated Fusion Liqueur was created in France in the spring of 2004 and introduced to the US in September of 2004 by Jean Marc Daucourt, award winning spirits creator, and Todd Martin, the former Allied Domecq North America President to fill the unmet market need of a luxury spirit that was fun, delectable and, above all, pink. X-Rated Fusion Liqueur has evolved into one of the hottest spirits in the US market today and its success spurned the creation of a luxury Jean-Marc XO handcrafted vodka. X-Rated Fusion Liqueur has subsequently been launched in Japan by Suntory, Canada, and several other countries in Europe and Asia.

INGREDIENTS
Ultra premium French vodka distilled from French wheat and Roseberry grain grown on Reunion Island off the coast of Madagascar, infused with blood oranges, and mango and passion fruit from South America. To enhance the flavor and get the palate of the most sophisticated drinkers satisfied, X-Rated Fusion Liqueur can be tasted in several cocktails variations.

DRINKING TIPS
X-Rated Fusion Liqueur can be enjoyed over ice or as part of a cocktail.

TASTE PROFILE
X-Rated Fusion Liqueur exhibits tropical fruit flavors and a tart bite that mingles with the fresh, seductive aroma of mango, berry and melon. It has a smooth, long-lasting and semi-sweet finish.

SIGNATURE COCKTAILS
X-Rated Fusion Liqueur can be enjoyed alone over ice, savored as a pink cocktail, blended as a fabulous martini, or savored as a shooter.

RANGE DEVELOPMENT
In 2006, the brand-owners, Daucourt, introduced a so-called "sister product", X-Rated Vodka, which is based on similar technology to the same company's premium product Jean-Marc XO Vodka. X-Rated Vodka is distilled several times in small batches from pure French wheat and grain, which is grown on Reunion Island off the coast of Madagascar. The 100-percent organic vodka is then micro-oxygenated and filtered afterward.

Top Market (Volumes as of 2010):
US

Enjoy responsibly