Consumer Trends: Plain Vodka Takes the Cake

MIRAMAR BEACH, Fla. (Business Wire) — While the global spirits market continues to be saturated with flavor-of-the-month flavored vodkas, updated research shows consumers still prefer the pure, unadulterated quality offered by unflavored vodkas such as the gluten-free RWB Ultra-Premium Handcrafted Vodka, the premier spirit of the Aristocrat Group Corp. (OTCBB: ASCC).

A final study of the 2013 distilled spirits market by the Distilled Spirits Council of the United States (DISCUS) revealed that non-flavored vodka accounted for 76 percent of the $5.6 billion vodka market. Flavored vodka sales, meanwhile, dipped by 12 percent from 2012 to 2013, according to industry researcher Just-Drinks.

“As a result of this consumer focus, we are enjoying great interest for our gluten-free vodka,” ASCC CEO Robert Federowicz said.

ASCC is working to build a portfolio of successful brands to compete in a highly profitable sector alongside LVMH Moet Hennessy Louis Vuitton (OTCBB: LVMUY), Diageo PLC (NYSE: DEO), BEAM, Inc. (NYSE: BEAM) and Brown-Forman Corp. (NYSE: BF-B). By handling its own distribution business, ASCC hopes to capitalize on unprecedented new brand building opportunities through Luxuria Brands, its brand management division.

About the Aristocrat Group Corp.

Through its brand management division, Luxuria Brands, the Aristocrat Group Corp. is on the path to becoming a provider of premium luxury goods, including top-shelf distilled spirits. The Company targeted the growing market for quality domestic spirits in order to deliver maximum returns to our shareholders.

For more information about the Aristocrat Group Corp., please visit http://aristocratgroupcorp.com/investors/ *[1].*

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