

OSBORNE

DESDE 1772

New super-premium image for Carlos I, Osborne's Solera Gran Reserva Brandy

**The new packaging for Carlos I reflects the elegance, quality
and sophistication of this prestigious international spirit**

El Puerto de Santa María, 26th April 2016. This year Osborne, the Spanish Company with over 200 years of history, renews their flagship brandies Carlos I and Carlos I Imperial, redesigning their bottles to reflect their careful and exclusive production process; the result of many years of experience and tradition of one of the most known and respected wine dynasties.

The new packaging reflects the personality of this fine beverage, which is elegant, complex and intense. It hints at its magic origin: in 1889 a master winemaker found some mysterious barrels in Jerez which contained some of the most exquisite brandy ever tasted, and he decided to name it Carlos I, since in it he tasted the future of a great conqueror. Thus, the current logo is inspired by Tiziano's famous portrait of a horse.

The careful production process of Carlos I and Carlos I Imperial allows the greatest potential to be extracted from their delicate aromas. The brandy is aged in oak barrels, which once contained the best Jerez Amontillados and Olorosos sherries. It is this process which allows the brandy to soak up the nuances that differentiate it from other brands and gives it its unique personality. The clever use of the *Criaderas* and *Solera* artisanal system creates an inimitable, velvety spirit of great aromatic intensity.

Carlos I and Carlos I Imperial now come in a new and iconic bottle, whose geometric lines express sophistication and modernity. The direct screen printing on gold and renewed iconography of their bottle, together with the textures, relief printing and colour of their packaging are a reflection of the fine quality of what's inside.

Carlos I, leader in the international market of Solera Gran Reserva Brandy

Carlos I is the **world's number 1** Jerez Solera Gran Reserva Brandy and is a must when enjoying special occasions and celebrations with friends and family.

Carlos I Imperial is a **master piece blend**, which combines the most unique *eaux-de-vie*, some of which have been aged in American oak barrels for more than 20 years. Of **limited production**, it takes on the most luxurious spirits and resulting in what is most likely the world's very best brandy.

Press Release

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About Osborne

The Spanish Company Osborne, owner of internationally renowned brands such as Cinco Jotas 100% Iberian Bellota Ham, Montecillo Rioja wine, the brandies Carlos I and Magno, Nordés gin and Anís del Mono, among others, has a clear goal: to select, produce and bring to consumers around the world, the most authentic and prestigious products and brands of food and beverages.

Since being founded in 1772, Osborne has shown a clear commitment to quality, innovation and internationalization. Osborne is now present in more than 50 countries with its various brands.

As well as producing and selling its own brands, Osborne also distributes well-known third-party brands in Spain, such as Santa Teresa Rum, Fever-Tree, Russian Standard Vodka, Zubrowka Vodka, 100 Pipers Whisky and Passport Scotch Whisky.

Furthermore, Osborne is the owner of the mythical image of the Toro de Osborne (Osborne Bull), without doubt one of the most representative symbols of Spain in the world. There are more than 90 huge metal bulls situated strategically along Spain's main motorways and they are internationally renowned as one of the greatest icons in the history of advertising.

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