

Castle Milk Stout Chocolate Infused whets the appetite of SA and exceeds expectations

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Beginning as a limited edition, Castle Milk Stout's Chocolate Infused was so well received by consumers, that it was nationally rolled out in July 2015 and since then has almost doubled its sales volume target.

The product innovation was introduced in 2014 to open up the Castle Milk Stout brand and the wider stout category to a broader market. SAB wanted to reach younger, consumers in mixed gender occasions. And did so with an easy-drinking stout with a lower 4.5% ABV. "We brewed the new stout with five specialty malts including imported cocoa and chocolate malt, to create the subtle taste of chocolate," comments SAB Marketing Manager Vilashni Vandayar. "And as the foodie revolution sweeps South Africa, Castle Milk Stout Chocolate Infused taps into the craft beer space as something new and different."

Waiting to target urban and rural markets using 330ml and 440ml cans, and quart packs, creative agency, Boomtown used differing strategies for each market. "We had to strategically position Castle Milk Stout Chocolate and deployed an integrated through the line campaign for both markets positioning it as a premium, easy-to-drink beverage to be enjoyed with friends," says Boomtown Director, Glen Meier. "We also developed immersive sampling activations to encourage trial."

Since its national roll-out, Castle Milk Stout Chocolate has almost doubled its anticipated sales volumes. "SAB set a stretch target for volume sales four our first nine months," adds SAB's Castle Milk Stout General Marketing Manager, Julian Remba. "We blew the target out of the water and almost doubled our target. It's a true testament to a great product satisfying a gap in the market, and a team reaching the right people at the right time through strategic communication and creativity."



Not for Sale to Persons Under the Age of 18.

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