



Rockland
FAMILY DISTILLERS SINCE 1924

CORPORATE PROFILE

Exploring a long-term brand partnership with Rockland

Company Overview

Established in 1924, Rockland is a fourth generation family-owned company, which continues to be run by family members along with a team of experienced staff members in key positions.

They are the 2nd largest distillery in Sri Lanka and are recognised for their high quality brands, which have a strong following in Sri Lanka.

Rockland manufactures and distributes their portfolio of local and imported spirits and fine wines via their in house distribution network. They are one of the strongest distributors in Sri Lanka, with coverage across the entire country.

The company is considered to be one of the most advanced and well-run businesses in Sri Lanka and are recognised for their integrity and professional approach towards suppliers and customers alike.

Rockland Own Brands

Rockland have nineteen of their own brands in gin, rum, vodka, brandy, whisky and arrack categories.

Arrack is unique to Sri Lanka and is produced from the sap of the coconut flower; the arrack brands are the primary contributors to their own brand sales volumes.

Rockland brands are currently exported to UK, France, Germany, Singapore, the Middle East and Maldives. The annual volume of Rockland own brands within the Sri Lankan market exceeds 800,000 (9L) Cases per Annum.

Rockland's 'green distillery' is run to modern European standards and is certified by the US Green Building Council as per international standards – Rockland distillery is probably the worlds first certified Green Distillery.

Being one of few companies to have a portfolio of local and imported brands, Rockland has a significant advantage over competitor companies in Sri Lanka.

Bottling Capability

The Rockland bottling factory is HACCP certified as per European Standards. The company has sufficient capacity to bottle international brands for the Sri Lankan, South Indian and Maldivian markets.

Strong Imported Wines & Spirits Portfolio

The company is sole agent(s) in Sri Lanka (and in some instances for Maldives), for a number of strong international wine and spirits brands:

- Pol Roger Champagne
- Laurent Perrier Champagne
- Rémy Cointreau Brands
- William Grants & Sons portfolio
- Bean Suntory Brand Portfolio
- Russian Standard Vodka Brands
- Beluga Vodka Brands
- Broker's London Dry Gin
- Mamont Vodka
- Patron Tequila Brand Portfolio
- Casco Viejo Tequila
- Galliano
- Midori
- Wenneker Liqueurs
- Taylor's Port
- Gonzalez Byass brands: Tio Pepe
- M. Chapoutier (Rhône)
- Jean-Pierre Moueix (Bordeaux)
- Robert Giraud (Bordeaux)
- Bouchard Aine & Fils (Burgundy)

- Hugel (Alsace)
- Antinori (Italy)
- Zenato (Italy)
- Santa Margherita (Italy)
- Ruffino (Italy)
- Jean Rene Germanier (Switzerland)
- Alvaro Palacios (Spain)
- Torres (Spain & Chile)
- Robert Mondavi (Napa Valley, California)
- Paul Masson (California)
- Hardy's, Banrock Station, Renmano River Breeze - Accolade Brands (Australia)
- Penfolds Wines (Treasury Wine Estates)
- Punt Road (Yarra Valley, Australia)
- Taylor's (Clare Valley, Australia)
- Vasse Felix (Australia's First Margaret River Wine)
- Yalumba (Barossa Valley, Australia)
- Cloudy Bay (New Zealand)
- Spy Valley (New Zealand)
- KWV (South Africa)
- DGB (South Africa)
- Cono Sur (Chile)
- Millerman (Chile)
- Urakasumi Sake
- Magners Cider
- Erdinger Beer
- San Miguel & Red Horse Beer
- Fever Tree
- Monin Syrups & Liquors

- Bitter Truth Bitters

Rockland's preference is to work with a few brand partners for the long term, for example Rockland has been sole-agent for Rémy since 1965.

The company is now the largest importer of fine wines and premium spirits in Sri Lanka.

Distribution Capability

Recognizing the requirements across different sales channels, Rockland has set-up three tier sales team structure, one for On-Trade (14 Sales Staff), Off-Trade (19 Sales Staff) and Modern Trade (5 Sales Staff) and a dedicated Promotions & Brand Building Team (6 Staff) covering all outlets and channels across the entire island.

With ten re-distribution depots across the country, the company has one of the strongest Wine & Spirits distribution networks in Sri Lanka; and are one of few companies with capability to distribute across the entire country.

Infrastructure

The company is fully IT enabled and operate on state of the art ERP and order taking system(s), enabling the company to be fully aware of SKU depletions and sales patterns across all channels, enabling them to update brand owners on brand performance in real-time.

Bonded Warehouse Facilities

There are a limited number of Bonded Warehouse Licenses in operation in Sri Lanka. Rockland is amongst the few companies to operate a fully licensed bonded warehouse; enabling the company to supply both duty free and duty paid customers/channels alike.

Amongst these few, Rockland is possibly the only company to operate temperature-controlled rooms for storage of wine and other temperature sensitive brands.

Retail Strength

Rockland is also responsible for running the wines and spirits retail outlets for four of the five major supermarket chains in Sri Lanka. This means guaranteed supermarket listings and large cost savings in terms of listing fees for imported wine and spirits brand owners.

The company has recently set up their own retail chain of outlets, under the name of Wine World (Pvt) Ltd. These outlets are recognised as the benchmark for all retail outlets in Sri Lanka and comprise of six strategically located outlets in the major tourist cities of Sri Lanka. The company is currently in the process of rapidly expanding this chain of outlets as it helps showcase imported brands and make them available in Sri Lanka's premier tourist locations.

With a database of loyal customers Rockland is the only company to offer a home delivery service for wine/spirits and also the first and only company to have an online drinks website in Sri Lanka www.wineworld.lk

Commitment to your brand portfolio

From their own funds, Rockland allocates an annual budget for their portfolio of imported wines and spirits brands, enabling brand owners to benefit from the generic contracts across most high profile venues, bars, clubs and hotels etc. In effect, this also helps preserve brand owner budgets for specific brand building initiatives.

Recognising the requirement of each brand/portfolio, Rockland provides a tailored approach to brand building. Brand owners are provided detailed marketing plans, which are mutually agreed before implementation. An account of all monies allocated and spent on brand development, activation events and sponsorships is made available to each brand owner.

The company is financially strong and profitable, with recognition for being a trusted supplier paymaster; and are not financially restricted when it comes to placing orders. This also means, the company can capitalise on growth opportunities and respond to market conditions rapidly.



Brand Building Capability

Rockland is able to take the brand into the consumers home and/or make the brands available at corporate events, through the Rockland cocktail bar service - a fully equipped mobile bar service.

Rockland is the only company to have in-house capability with dedicated staff team (in addition to the sales team mentioned above) to run brand-building events across the entire country.

The company has a proven track record in building brands ground up and is passionate about brand building for the long term.