

Always Original, Always Progressive

Contemporary Since 1947, The King has evolved with the changing needs of consumers around the world. This year is the most transformational year, yet!

With the launch of the new, contemporary design in March 2019 The King's growth in Europe for the past few years is now being replicated around the world.



Maintaining The King Principles, yet leading in design and style, The King is further evolving, launching a brand new SuperSlim Range. This extension of the brand portfolio will introduce the revolutionary front flip pack format - attractive both inside and outside. The product will offer better taste consumer experience featuring an innovative taste enhancement system. The expected launch of this latest addition of the portfolio is expected before the end of the year.

Not content with 2 new ranges, and as a testament to the tradition of going beyond the ordinary, The King is also proud with the upgrade of The King Centrio, the Most Progressive King Ever. Using technology beyond the Core, we have delivered the most refined and smooth King Taste experience yet with our tube CENTRIO™ filtration system to enhance our signature blend.



Evolving The King consumer centric approach from product development and design into end consumer communication, the newly developed "You Decide" campaign further strengthens the relation with the contemporary consumers and sets the brand into the future.