

OSBORNE

DESDE 1772

New *super premium* image of Carlos I, brandy de Jerez Solera Gran Reserva from Osborne

**The redesign of the Carlos I packaging reflects
elegance, nobility and sophistication of this prestigious
international spirit.**

El Puerto de Santa María, 26th April 2016. Osborne, a Spanish company with over 200 years of history, releases new packaging designs of its flagship brand Carlos I and Carlos I Imperial, restyling its bottle to reflect the careful exclusive and handmade elaboration, a result of years of experience and tradition of one of the most respected and well-known wine dynasties.

The redesigned packaging shows the personality of this noble drink; elegant, complex and deep, referring to its magical origin. In 1889, a master winemaker found mysterious barrels in Jerez that contained the most exquisite brandy he ever tasted and decided to call it Carlos I because its flavour perceived the destiny of a great conqueror. Therefore the current logo is inspired by the famous equestrian portrait painted by Titian.

The careful elaboration of Carlos I and Carlos I Imperial allows the extraction of the greatest potential of its delicate aromas. The brandy matures in oak casks that previously contained the finest Sherries, Amontillados and Olorosos. It is thus permeated with nuances that differentiate it from other brands and give it personality. The wise application of the traditional system of Soleras and Criadera forge an inimitable, velvety spirit with great aromatic intensity.

Carlos I and Carlos I Imperial now lie in a new and iconic bottle whose geometric lines depict sophistication and modernity. Direct printing in gold and renewed iconography of the bottle, together with textures, reliefs and the colour of the packaging attest to the high quality of the liquid inside.

Carlos I is the number 1 Brandy de Jerez Solera Gran Reserva in the world.

It is a must to enjoy at meetings and special celebrations with friends or family. Carlos I Imperial is a **masterful blend** of the most exceptional eaux-de-vie, some of which aged for more than 20 years in very old American sherry oak casks.

This **limited production** competes with the most luxurious spirits, resulting in which is probably the best brandy in the world.

PRESS RELEASE

About Osborne

The Spanish company Osborne – owner of internationally renowned brands like “Cinco Jotas” 100% Iberian acorn-fed ham, Montecillo Rioja wine, the brandy Carlos I, Nordes Gin and Anís del Mono aniseed liqueur, to name just a few – has a clear objective: to select, produce and offer to consumers all over the world the food and drink products and brands of the utmost authenticity and prestige.

Since it started out in 1772, the company has always championed maximum quality, with a spirit of innovation and a clear stake in internationalisation. Osborne’s different brands are currently present in more than 50 countries.

The company complements its business of producing and selling its own brands with its distribution activity in Spain of major third-party brands like Santa Teresa Rum, Brockmans Gin, Fever-Tree, Russian Standard Vodka, Zubrówka Vodka, 100 Pipers Whisky and Passport Scotch Whisky.

Osborne is also the owner of the mythical image of the Osborne Bull, without doubt one of the symbols which is most representative of Spain around the world. The more than 90 enormous hoardings are strategically located on Spanish roads and are recognised internationally as one of the great icons in the history of advertising.

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