

## ASCC Takes Advertising to the Street

Written by Australian Business

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MIRAMAR BEACH, Fla.--( [BUSINESS WIRE](#) )--As the Aristocrat Group Corp. (OTCBB: ASCC) continues with its marketing plan to build awareness for its flagship vodka, ASCC is undertaking a program to get its message to its consumers through an agreement with Savage Beast Mobile Marketing.

As [RWB Ultra-Premium Handcrafted Vodka](#) continues to take a share of the \$5.5 billion U.S. vodka market, ASCC plans to “wrap” or affix an adhesive/plastic-based substance to “Adz Cabz” vehicles bearing the product’s message. ASCC intends to deliver its message on several automobiles travelling on Houston’s major roadways later this month.

“This awareness campaign puts our message in front of our clients in specific markets several times a day,” ASCC CEO Robert Federowicz said. “The vehicle will be visible throughout Houston, The Woodlands and the airports. It will travel a minimum of 150 miles per day, or 3,600 miles per month, which gives us the opportunity for tremendous brand visibility.”

RWB Ultra-Premium Handcrafted Vodka, a gluten-free spirit, had its initial launch at Spec’s, the largest alcoholic beverage retailer in North America with 171 stores, and online at [www.specsonline.com](http://www.specsonline.com). In addition to multiple Spec’s locations in Houston and the company’s largest store in Dallas, RWB is now available at numerous bars, restaurants and clubs in the Houston area.

Led by the award-winning RWB Ultra-Premium Handcrafted Vodka, ASCC is working to build a portfolio of successful brands to compete in a highly profitable sector alongside LVMH Moet Hennessy Louis Vuitton (OTCBB: LVMUY), Diageo PLC (NYSE: DEO), BEAM, Inc. (NYSE: BEAM) and Brown-Forman Corp. (NYSE: BF-B). By handling its own distribution business, ASCC hopes to capitalize on unprecedented new brand building opportunities through Luxuria Brands, its brand management division.

### About the Aristocrat Group Corp.

Through its brand management division, Luxuria Brands, the Aristocrat Group Corp. is on the path to becoming a provider of premium luxury goods, including top-shelf distilled spirits. The Company targeted the growing market for quality domestic liquor in order to deliver maximum returns to our shareholders.

For more information about the Aristocrat Group Corp., please visit [www.aristocratgroupcorp.com](http://www.aristocratgroupcorp.com)

### **Notice Regarding Forward-Looking Statements**

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