

ASCC: RWB Brand Takes Spotlight at Major Race Testing

Written by Australian Business

MIRAMAR BEACH, Fla.--([BUSINESS WIRE](#))--The partnership between the Aristocrat Group Corp. (OTCBB: ASCC) and an international race car continues to provide valuable brand exposure for [RWB Ultra Premium Handcrafted Vodka](#) as the company furthers its aggressive marketing initiative for its premiere spirit.

Last month RWB Vodka enjoyed direct brand awareness to one of its targeted demographics during racing at Sebring International Raceway in Sebring, Fla. At Prototype Class sessions for the IMSA TUDOR United SportsCar Championship, Project Libra's No. 15 RWB Vodka Roush Yates-powered Radical SR9 enjoyed impressive test runs. With Fox Sports televising the circuit's inaugural season, broadcasts are expected to attract 12 million unique viewers to races featuring the RWB car.

"This is the type of exposure that can elevate the RWB brand," ASCC CEO Robert Federowicz said. "A lot of viewers will see the RWB Project Libra car this season and be able to associate our top shelf vodka with premier international racing."

Since launching in September, RWB Vodka has enjoyed steady sales, with a second shipment of the ultra premium spirit ordered for the holiday season. The gluten-free vodka, which earlier this year won a coveted SIP Award, is available nationally at [specsonline.com](#) and at the alcoholic beverage retailer's stores throughout Houston and Dallas, two of the top 10 U.S. markets. ASCC's award-winning vodka is also available at a growing number of upscale 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.

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