

KING'S SPIRITS PVT LTD

THE ROYAL TASTE OF SRI LANKA

COMPANY PROFILE • ESTABLISHED 2023

TRADITION IN OUR ROOTS.
EXCELLENCE IN EVERY BOTTLE.

01 / COMPANY OVERVIEW

Who We Are

A Sri Lankan beverage company with a distinctive product story and an international outlook.

Bringing Sri Lankan heritage to the world

King's Spirits Pvt Ltd is a Sri Lankan beverage company established in 2023 with a vision to introduce the distinctive flavours and traditions of Sri Lanka to international markets.

Rooted in the island's cultural heritage, the company is focused on presenting traditional Sri Lankan beverages through a contemporary brand identity that reflects authenticity, character and a strong sense of origin.

Its flagship brand, King's Toddy, celebrates Palmyrah Toddy — a traditional palm-based beverage connected to Sri Lanka's cultural and agricultural traditions. Through this brand, King's Spirits seeks to connect a heritage product with today's consumers and business partners.

OUR PURPOSE

To share a distinctive part of Sri Lanka's beverage heritage with the world.

02 / OUR STORY

A Heritage Worth Sharing

A modern brand inspired by a longstanding Sri Lankan tradition.

Sri Lanka is home to generations of craftsmanship, agricultural knowledge and distinctive local flavours. Among these traditions is Palmyrah Toddy, a beverage associated with the Palmyrah palm and the communities whose skills have sustained its production over time.

King's Spirits was established in 2023 to celebrate this heritage and introduce it to a wider audience. The company brings a contemporary brand perspective to a product with cultural roots, with King's Toddy at the centre of that story.

The brand's identity draws on a sense of distinction and Sri Lankan origin. Its ambition is to build recognition for Palmyrah Toddy while developing meaningful relationships with customers and business partners in local and international markets.

> “More than a beverage, King's Toddy is a story of place, tradition and identity.”

OUR CORE VALUES

AUTHENTICITY Respect for the origin and heritage of our products.	QUALITY Valuing consistency and attention to detail.
HERITAGE Recognising the cultural importance of traditional beverages.	GLOBAL OUTLOOK Exploring opportunities beyond our home market.

03 / THE FLAGSHIP BRAND

KING'S TODDY

AUTHENTIC SRI LANKAN PALMYRAH TODDY



A distinctive expression of Sri Lankan Palmyrah heritage.

04 / PRODUCT IDENTITY

A Distinctive Sri Lankan Product

King's Toddy brings a traditional palm-based beverage into a contemporary brand setting.

King's Toddy is the flagship product of King's Spirits, celebrating the character and heritage of Palmyrah Toddy. Inspired by traditional palm-tapping practices and the collection of palm sap, the product reflects a beverage tradition closely associated with Sri Lanka.

The brand brings this heritage into a contemporary setting through a distinctive royal-inspired identity and product presentation. Its story is grounded in the Palmyrah palm — not the coconut palm — and the cultural knowledge connected to its use.

PRODUCT	ORIGIN	CATEGORY
King's Toddy	**Sri Lanka**	**Palmyrah Toddy**
BOTTLE SIZE	**ALCOHOL**	**BRAND**
625 ml	**4% alc./vol.**	**King's Spirits**

THE PRODUCT STORY

Palmyrah palm tapping → Fresh sap collection → Fermentation → Filtration → Bottling

The product details shown here are transcribed from the supplied bottle photograph. Additional technical specifications and regulatory documentation can be provided separately.

05 / INTERNATIONAL PRESENCE

Available Across Markets

King's Toddy is represented across six markets, connecting Sri Lankan heritage with customers and partners internationally.



Australia
KING'S TODDY MARKET



United Kingdom
KING'S TODDY MARKET



France
KING'S TODDY MARKET



Belgium
KING'S TODDY MARKET



Germany
KING'S TODDY MARKET



Switzerland
KING'S TODDY MARKET

SRI LANKA

Our home market and the foundation of the King's Spirits story.

International availability and distribution arrangements may vary by country. Please contact King's Spirits for current market and distributor information.

06 / OUR DIRECTION

Vision & Mission

Building a recognisable Sri Lankan beverage identity with an international outlook.

OUR VISION

To establish King's Spirits as a recognised Sri Lankan beverage company in international markets, sharing the island's distinctive beverage heritage with the world.

OUR MISSION

To celebrate Sri Lanka's traditional beverage culture through distinctive products, thoughtful brand development and meaningful relationships with business partners.

BUSINESS & DISTRIBUTION OPPORTUNITIES

Growing Through Partnerships

King's Spirits welcomes opportunities to connect with importers, beverage distributors, wholesalers, retailers, hospitality businesses and industry collaborators interested in distinctive Sri Lankan beverage products.

Our aim is to develop responsible, long-term relationships that support sustainable growth and expand the reach of King's Toddy.

07 / CONNECT WITH US

Let's Bring Sri Lankan Heritage to the World.

KING'S SPIRITS PVT LTD

A Sri Lankan beverage company established in 2023.

EMAIL	info@kings-spirits.com
WEBSITE	https://kings-spirits.com/
HEAD OFFICE	Sri Lanka
MARKETS	Australia • United Kingdom • France Belgium • Germany • Switzerland

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