



# NEXT GENERATION CREAM LIQUEUR

## WORLD'S MOST AWARDED CREAM LIQUEURS *introduces* SOMRUS COFFEE

### IDEA

Over 83% of Americans drink coffee and the number of Americans who drink a cup of coffee daily is the highest it's been in six years\*. Somrus Coffee with its delicious taste is certain to capture the attention of this large group of consumers.

### TASTE

We use the highest quality ingredients that include real dairy cream from Wisconsin & 5x distilled Caribbean rum.

Imagine a silky, creamy medley of rich roasted coffee notes, complemented by a hint of sweetness and delightful depth of flavor.

### PROUDLY MADE IN USA

- Lower ABV for increased sessionability
- All natural ingredients
- Gluten Free
- 27 Proof
- 2 year shelf life
- No refrigeration required
- Eye-catching rose gold bottle



\*Source: Reuters, a study commissioned by the National Coffee Association 2018

# HOUSE OF SŌMRUS

We built Somrus recipes in our home kitchen with ingredients from our home country. Our bouquet of flavors are one part gourmand, one part humble homemade touch, and one part global citizen. We have channeled the best of our nation in the hopes of sharing the heritage, vivacity, and mysteries of India with the world.



## CHAI

An exquisite blend of real dairy cream, handcrafted rum and luxury spices & nuts; featuring cardamom, turmeric and saffron

## MANGO

Imagine a cross between mango, peach, nectarine and apricot but better; featuring Alphonso mangoes.

## COFFEE

Inspired by the popular Kaapi from South India, this artisanal blend of coffee & chicory is perfection in a glass.

***Somrus flavors can be enjoyed over ice, over ice cream, in coffee or tea and mixed into a variety of cocktails.***

## SRSP

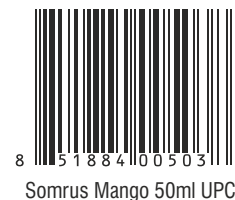
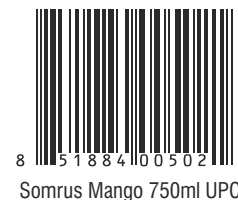
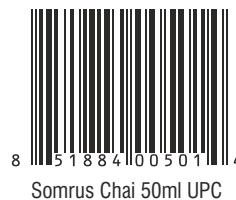
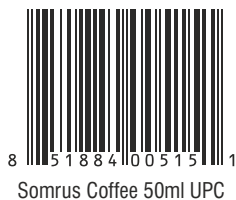
Premium priced cream liqueur



Suggested shelf position

## MARKETING SUPPORT

- MIRs/IRCs
- On/Off Premise POS
- Social/digital support
- Tastings
- Truck wraps
- Local events and more



somrus.com @enjoysomrus

TASTE MORE OUT OF LIFE RESPONSIBLY. Somrus Chai, Mango & Coffee Cream Liqueurs.  
13.5% Alc./Vol. 27 Proof. Produced in the USA by SomPriya Fine Spirits, Pewaukee, WI

SŌMRUS  
TASTE MORE OUT OF LIFE®