



REVEL STOKE

WHISKY



Focus Tasting On

Revel Stoke: Peanut Butter, Pecan, Peach and Pineapple

UV Ready to Serve – All Types

Highlight Text to Save Rebates!!

Go Out. Get Stoked.

THE OPPORTUNITY:

- EXPLODING BRAND (+42.5%)
- GROWING FLAVORED WHISKEY CATEGORY (+18%)
- #3 FLAVORED CANADIAN WHISKY
- 14 FLAVOR VARIETIES
- Hottest Seller are Pecan, Peach, Pineapple & Peanut Butter

THE REVEL STROKE STORY:

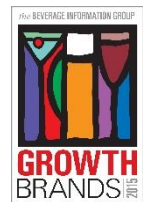
Lord Revel Stoke was a Canadian banker. In 1885, he saved the Canadian Railway from bankruptcy, which ultimately saved the train tracks that carried the whisky into town! The town in turn created washboard music festivals, monster wagon pulls, grizzly rasslin' and shooting their muskets at mason jars which is how we got the term "shot glass!"





Launched in 1999, Revel Stoke Canadian Whisky is as daring and wide ranging as its namesake mountain.

- Distilled in Canada from a proprietary blend of corn, rye and barley malt
- Aged for 3 years in oak barrels
- Flavored with the highest quality natural flavors
- Award-winning portfolio of flavors



Text to Save | Venmo/Paypal Offer

Approach

Deliver savings offer to drive conversion. Communicate offer at shelf and on product to drive trial.

Offer

Get \$5 Back via PayPal or Venmo when you buy one (1) Revel Stoke Whisky (750ml or larger)

Valid States

AR, AZ, CA, CO, CT, DC, DE, FL, GA, IA, ID, IL, KS, KY, MA, MD, ME, MI, MN, MT, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OK, RI, SC, SD, TN, VA, VT, WA, WI, WY and US Military Bases

Dates

5/10/21 – 12/31/21

How It Works

1. Text Stoke to 64827
2. Take a Picture of Your Receipt
3. Receive \$5 back via paypal or venmo

In-Store Activation

- Shelf Talkers, Tear Pads, Shelf Dangers and Neck Hangers available to communicate text to save offer.



Neck Hanger



Shelf Talker



Tear Pad