

THE PROOF IS IN THE PUDDIN' OLE SMOKY® BANANA PUDDING



We took the flavors of vanilla wafers, whipped cream and bananas and blended them with our moonshine to create a sweet and oh-so-smooth sipper.

SITUATION

- Cream Cocktails are growing at a rate of 33%*
- Banana Pudding is a consistent top 5 selling flavor at the distillery (When available)
- Ole Smoky is the Most Visited Distillery in the World
- 7 out of every 10 jars of moonshine sold are Ole Smoky

IDEA

- Increase impulse sales with this unique moonshine flavor
- Offer your customers a unique flavor in the fast growing cream category
- Increase sales by offering a quality brand- Ole Smoky is a brand that your customers know and has the reputation for having great tasting Moonshine flavors. Customers will want to try this new flavor



POS



UPC



COCKTAILS

BANANA PUDDING COFFEE

2.5 oz. Ole Smoky® Banana Pudding
8 oz. Coffee (hot or iced)

THE ELVIS

1.5 oz. Ole Smoky® Banana Pudding
1 oz Ole Smoky® Peanut Butter Whiskey

CHOCOLATE BANANA SHOT

2 oz. Ole Smoky® Banana Pudding
Stir in Chocolate Syrup to taste

PROFIT CALCULATOR:

# of 6 Packs		
Price per 6 Pack		
Total Investment		
Retail Revenue		
Gross Profit \$\$		
Gross Margin %		

* The Guardian 12/18 report

Shine Responsibly®

Ole Smoky Banana Pudding Cream Moonshine. 17.5% Alc./Vol. ©2021 Ole Smoky Distillery, LLC, Gatlinburg, TN
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CREAMY GOODNESS WITH A KICK



Banana Pudding Cream Moonshine delivers the Ole Smoky flavor you expect with an extra-smooth finish.

SITUATION

- #1 selling Moonshine in World
- Packaged in mini replica moonshine jar
- Creams category is showing over 33% growth
- Banana Pudding is a top selling flavor at the Ole Smoky Distilleries

IDEA

- Increase sales by offering a trial size that customers are sure to trade up to 750ml.
- Build sales by offering trial options in the fast growing cream category
- Grow sales by offering a unique flavor in the spirit category that has proven itself at our distillery.
- Offer your customer a brand and quality they have come to know from the #1 selling moonshine.
- Customers get a great tasting product and a shot glass to enjoy at home.

BANANA PUDDING 50ml • 35 Proof

Banana pudding ranks up there with all the best things in life. Which is why we took the flavors of vanilla wafers, whipped cream and bananas and blended them with our moonshine to create a smooth sipper to make life even sweeter.



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