

A SWEET WAY TO BOOST SALES
OLE SMOKY®



WHITE CHOCOLATE STRAWBERRY CREAM MOONSHINE

We took the mellow, creamy flavors of white chocolate and fresh strawberries and mixed it in with our moonshine to create a sipper that'll keep you coming back.

SITUATION

- Cream Cocktails are growing at a rate of 33% (The Guardian 12/18 report)
- White Chocolate Strawberries are a top 5 selling confectionery
- 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

WHITE CHOCOLATE FROZEN MARTINI

- 2 oz. Ole Smoky® White Chocolate Strawberry Cream Moonshine
- 2 oz. Milk
- 1 Scoop Vanilla Ice Cream

SWEET STRAWBERRY LATTE

- 2 oz. Ole Smoky® White Chocolate Strawberry Cream Moonshine
- 8 oz. Iced Coffee
- (Optional) Strawberry Puree

PROFIT CALCULATOR:

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



Shine Responsibly®

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



White Chocolate Strawberry Cream 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
- White Chocolate Strawberry 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.

WHITE CHOCOLATE STRAWBERRY CREAM 50ml • 35 Proof

Not much compares to white chocolate covered strawberries except for maybe our White Chocolate Strawberry Cream Moonshine. We took the mellow, creamy flavors of white chocolate and fresh strawberries and mixed it in with our moonshine to create a sipper that'll keep you coming back.



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