

# BOOSTING SALES IS EASY AS PIE

## OLE SMOKY®

# KEY LIME CREAM



We took the flavors of tart key limes, sweet cream, hints of pie crust, vanilla and custard and mixed in our moonshine. It's a match made in Key West.

### SITUATION

- Key Lime Cream Moonshine is a limited release flavor
- Ole Smoky is 8 out of every 10 jars of Moonshine sold
- Ole Smoky is known for developing eyebrow-raising flavors
- Ole Smoky is the most visited distillery in the world

### IDEA

- Give your customers a brand and flavor that will not disappoint on taste or quality
- Offer customers a brand that they know and trust from the world's most visited distillery
- Boost sales with this limited release flavor

### POS



### PROFIT CALCULATOR:

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

### COCKTAILS

#### CREAMY KEY LIME MARGARITA

- 2 oz. Key Lime Cream Moonshine
- 1 oz. Tequila
- 5 oz. Triple Sec
- .5 oz. Lime Juice
- 5 oz. Orange Juice
- .5 oz. Lemon Juice

#### KEY LIME COCONUT NIGHTCAP

- 2 oz. Key Lime Cream Moonshine
- 1 oz. Some Beach Moonshine

UPC



Shine Responsibly®

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