

BELVEDERE

DIRTY BREW

INTRODUCING DIRTY BREW, THE COFFEE SHOT MEETS VODKA DROP

DIRTY BREW IS THE ULTIMATE PREGAME STARTER.

A READY-TO-SERVE SPIRIT WITH A BOLD COFFEE FLAVOR, FOLLOWED BY A SMOOTH HINT OF ORGANIC RYE VODKA. IT IS MADE FOR SHARING, AS SHOTS OR ON ICE, SHIFTING THE NIGHT INTO HIGH-ENERGY MODE.

COFFEE IS UNIVERSAL - FAMILIAR, BOLD, TIMELESS, AND UNIFYING – MAKING DIRTY BREW THE PERFECT FLAVOR TO BRING PEOPLE TOGETHER. AS A TRIBUTE TO THIS GREAT TASTE, WE ARE CALLED “DIRTY BREW”: INSPIRED BY THE BREW METHOD, AND THE “DIRTY COFFEE” TREND.

LET’S MAKE EVERY “FIRST CALL” THE BEGINNING OF SOMETHING EXTRAORDINARY, WITH BELVEDERE DIRTY BREW.



EMBOSSSED TREES AND GOLD B



BLACK MATTE & GOLD

BELVEDERE BRANDING



KEY SELLING POINTS

READY TO SERVE DRINK

FOR EASE AND SPEED



SHOT CONSUMPTION

DRIVING VELOCITY. 1 BOTTLE = 25 SHOTS



INTENSE COFFEE TASTE

UNIVERSALLY LOVED



BEYOND THE VODKA GAME

WE PLAY CONFIDENTLY ALONGSIDE THE TEQUILA & LIQUOR SHOTS GAME



PREMIUM BOTTLE

ELEVATES BACK BAR



ORGANIC LIQUID

QUALITY INGREDIENTS. APPEALING TO A MORE DISCERNING CONSUMER



LIQUID PROFILE

CATEGORY

ORGANIC ROBUSTA COFFEE FLAVORED VODKA – VODKA CATEGORY ON SHELF AND ON MENU

COMPOSITION

EXPERT BLEND OF BELVEDERE ORGANIC AND ORGANIC COFFEE FLAVOUR

COLOR

DARK BLACK WITH RUSSET TONES

NOSE

RICH ROASTED COFFEE BEAN AROMA, WITH NOTES OF DECADENT TOFFEE

PALATE

FRESH ESPRESSO WITH HINTS OF SILKY DARK CHOCOLATE

FINISH

SOFT, SMOOTH, AND VELVETY, LUXURIOUS COFFEE CRESCENDO, HINT OF RYE SPICE

ABV

30 DEGREES ABV

DRINK STRATEGY

ICONIZE THE SHOT CONSUMPTION!

THE MUST-HAVE FOR ALL YOUR PREGAME AND SHOT MOMENTS



SHOT

1 OZ OF DIRTY BREW
1 BOTTLE = 25 SHOTS

THE RITUAL

TWIST YOUR SHOT WITH AN ORANGE SLICE AND A DASH OF CINNAMON MIXED WITH SUGAR FOR A UNIQUE RITUAL.

FORMATS

750 ML — THE VOLUME DRIVER

50 ML — THE SAMPLING PLAYER



LIQUID TO LIPS GUERRILLA APPROACH

FOUR PILLARS TO MAXIMIZE LIQUID TO LIPS



FREE GOODS FOR LISTING



SAMPLING FOR LIQUID TO LIPS



POSM FOR VISIBILITY



TRADE PROGRAMS FOR STRONG ENGAGEMENT

PRICING & LOGISTICS

ON-SHELF EMBARGO DATE	RSP	SAP ITEM NO.	CASES PER LAYER	LAYERS PER PALLET	CASES PER PALLET	BOTTLES IN CASE	CASE LENGTH (IN)	CASE WIDTH (IN)	CASE HEIGHT (IN)	UPC	SCC
1st August	PARITY PRICE WITH PURE	750ML	1114384	30	4	120	23.55	15.6	36.3	081753842406	10081753857049
		50ML	1114382	14	5	70	17	6.9	6.5	081753842390	10081753857032