

# 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



#### BELVEDERE BRANDING



#### BLACK MATTE & GOLD

#### 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 GUERILLA 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
1 <sup>st</sup> August	PARITY PRICE WITH PURE	750ML	1114384	30	4	120	6	23.55	15.6	36.3	081753842406
		50ML	1114382	14	5	70	60	17	6.9	6.5	081753842390