

Russian Standard Original and Russian Standard Platinum Dual Demo

The Idea (CAP): The Russian Standard Moscow Mule & the Russian Standard Platinum Martini with Tomolives

- Sample Russian Standard Original with Ginger Beer
- Sample Russian Standard Platinum chilled with a tomolive or if feasible mini martini and or tonic.

As we all know there are many types of consumers out there. The sampler will have the option of interacting with two different types. Those who prefer a Moscow mule and those who may prefer a more sophisticated cocktail such as the Martini. All the while promoting Russian Standard original and Russian Standard platinum as the base of these two popular cocktails.

The sampler will have the option to offer both types of cocktails as a choice to the consumer. “Would you like a Moscow Mule or would you like a Martini or a more refined version of Russian Standard”

Russian Standard Original

KEY FACTS

- ❖ Produced in St. Petersburg Russia / Russian Winter Wheat
- ❖ Continuous distillation / 4X Charcoal Filtration
- ❖ 95 Rating Ultimate Spirits Challenge - 2015 Highest rated Vodka EVER!

COMPETITIVE SET Tito’s, Stolli, Absolut

DRINK STRATEGY Standard Moscow Mule

SHELF PLACEMENT Adjacent to Stolli & or Tito’s

SIZES AVAILABLE 1.75l, Liter, 750ml, 375ml, 50ml

SUGGESTED RETAIL PRICE 1.75 ML \$29.99-26.99 750ML \$19.99 every day sale \$16.99



RUSSIAN STANDARD VODKA TASTING NOTES

style | Classic & Complex
aroma | Hint of Baked Bread
taste | Wheat & Pepper
mouth feel | Full & Round
finish | Long & Savory



THE STANDARD MULE

2 parts Russian Standard Vodka
4 parts ginger beer
½ part lime juice (or squeeze of half a lime)

Add Russian Standard Vodka and lime juice to a copper mug or rocks glass filled with ice. Top with ginger beer and stir gently to combine.

Russian Standard Platinum

KEY FACTS

- ❖ Produced in St. Petersburg Russia / Russian Winter Wheat
- ❖ Continuous distillation / 4x charcoal filtration / 2x Silver filtration
- ❖ Double Gold San Francisco World Spirits Competition

COMPETITIVE SET Kettle One

DRINK STRATEGY Standard Martini

SHELF PLACEMENT Right of Russian Standard Original

SIZES AVAILABLE 1.75, Liter, 750ml.

SUGGESTED RETAIL PRICE 750ML \$26.99 every day \$24.99 sale



TASTING NOTES

style | Modern & Refined

aroma | Fresh | Light | Citrus Zest

taste | Dry | Citrus

mouth feel | Crisp & Cool

finish | Cool & Ultra-Smooth



THE RUSSIAN STANDARD MARTINI

2 ½ parts Russian Standard Platinum

½ part dry vermouth

2 Tomolives®

Shake ingredients vigorously over ice, and strain into a chilled martini glass. Garnish with two Tomolives®.

Zubrowka Bison Grass Vodka Demo

The Idea (Cap) The Zubrowka Apple Pie Cocktail

- Sample Zubrowka Bison Grass Vodka with Martinelli's Apple Juice or chilled on its own.

Zubrowka coupled with apple juice is an authentic Polish cocktail and the traditional way of drinking Zubrowka in Europe. Apple juice has the 2nd highest household penetration in the US so we figured what's more American than apple pie and the Apple Pie cocktail was created.

KEY FACTS

- ❖ Produced In Poland/ Golden Winter Rye
- ❖ Bison Grass extract goes thru a 30 day maturation process before it meets the vodka / Vodka 7X distilled / A single blade of Bison Grass in every bottle
- ❖ Awards: Over 60 International awards, 5 million case brand in Europe, 7.1 M cases worldwide

COMPETITIVE SET: Premium Imported Vodka

DRINK STRATEGY: Apple Pie

SHELF PLACEMENT: Left of Belvedere

SIZES AVAILABLE: Liter & 750ml both 6pks

SUGGESTED RETAIL PRICE: 750ML \$26.99- 24.99



TASTING NOTES

AROMA / Earthy; Fresh-cut Grass

PALATE / Herbal; Almond, Coconut, Vanilla

BODY / Medium

TEXTURE / Complexly Smooth

FINISH / Medium, but resilient on the palate



ZU APPLE PIE COCKTAIL

2 Parts **Zubrowka**

4 Parts **Apple Juice / Cider**

Garnish with **Fresh Apple Slice**

Pour Zubrowka over ice in a highball glass. Add fresh unfiltered apple juice/ cider and gently stir. Garnish with a few apple slices and a lemon twist.

Gancia Prosecco & Americano Demo

The Idea (Cap) The Gancia Spritz with Gancia Prosecco & Americano

- Sample Gancia Prosecco & Gancia Americano with a splash of soda.

The Spritz is an authentic Italian recipe and the fastest growing Italian cocktail in the US. Both Gancia Prosecco and Americano are under the Gancia Brand umbrella and offer refreshing and bold taste profiles that make for a great base to this Iconic cocktail.

Gancia Prosecco & Americano KEY FACTS

- ❖ Produced in Italy
- ❖ Gancia Prosecco is a dry sparkling wine made from highly selected glera grapes
- ❖ Gancia Americano is a wine based aperitif flavored with woodwarm, sweet and bitter oranges, cinnamon, sandalwood, cloves, nutmeg, and china bark
- ❖ Gancia Prosecco recently rated top value by wine spectator 2016

COMPETITIVE SET: La Marca, Mionetto, Aperol, Campari

DRINK STRATEGY: The Gancia Spritz

SHELF PLACEMENT: left of La Marca, left of Aperol

SIZES AVAILABLE: Americano: Liter & 750ml both 6pks

Gancia Prosecco: 750ml, 187ML

SUGGESTED RETAIL PRICE: Gancia Prosecco \$12.99 Gancia Americano \$19.99



GANCIA SPRITZ

3 Parts
GANCIA
PROSECCO

2 Parts
GANCIA
AMERICANO

1 Part
SODA
WATER

Garnish with an orange wedge.

DeLuze VS Cognac Demo

The Idea (Cap) DeLuze VS Cognac Competitive tasting

- Sample DeLuze VS Cognac side by side with Hennessy VS. (Please purchase the smallest size of Hennessy available)

The point of this Demo is to showcase the quality of DeLuze Cognac at a much better value than a leading competitor in the market and then to get the consumer to trade up during the tasting. DeLuze Cognac is much smoother than Hennessy so the sampling will do the product justice. Please understand that you are only sampling Hennessy to show how much better tasting DeLuze Cognac is in comparison and with a much better price point than Hennessy.

DeLuze Cognac KEY FACTS

- ❖ Produced In Cognac France/ Finest Eau De Vie Grapes
- ❖ Dual distillation with “lees” in small pot stills
- ❖ Awards: VS Silver Medal San Francisco world spirits competition, VSOP Gold Medal

COMPETITIVE SET: Hennessy, Courvoisier

DRINK STRATEGY: On-premise Neat, Off-premise w Mr. Pure or Neat

SHELF PLACEMENT: Left of Hennessy

SIZES AVAILABLE: 375ML, 750ml

SUGGESTED RETAIL PRICE: 750ML VS \$28.99- \$25.99

