

Ryan's

Affiliated IBM Program

1

Distribution

- Gain distribution on Ryan's Irish Cream 750 ml w/ 5 case deal

2

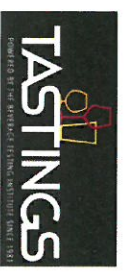
Display and Shelf

- 2 facings near /next to Bailey's
- 5 case stacks of Ryan's and Fireball
- Ryan's Winter POS and cross merchandising with Fireball

3

Gain Trial and Pull

- First 50 accounts to purchase the 5 case deal on 750 ml gets a tasting with Fireball and Ryan's and POS kit!

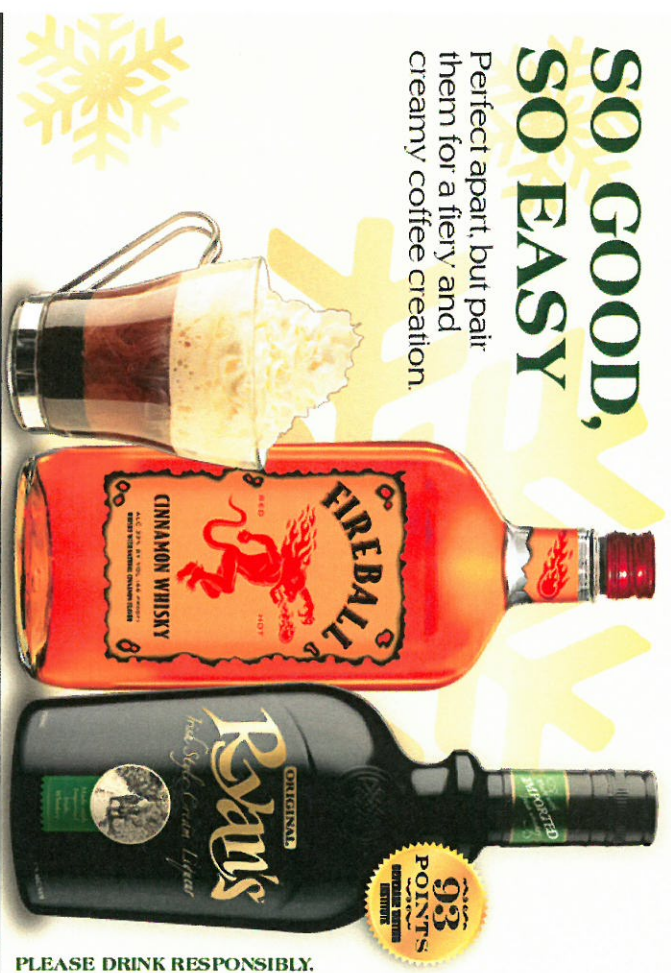


Awards
93pts
Gold Medal/ Exceptional

International Spirits - Gold Award :
Tasting Panel - Smoothest Liqueur

**SO GOOD,
SO EASY,**

Perfect apart, but pair them for a fiery and creamy coffee creation.



PLEASE DRINK RESPONSIBLY.

52 Weeks Sales Trends

	NABCA	NIELSEN
Baileys	0.6%	-1.9%
Carolans	-0.3%	4.6%
Emmets	-4.4%	-6.6%
Ryan's	9.1%	10.4%
St Brendans	-1.9%	0.5%

Case Cost- 5 cs	Unit Cost	SRP	% Margin	Bottle Profit	Case Profit
\$72.00	\$6.00	11.99	50%	\$5.99	\$71.88