

Proudly Made By  
**Wisconsin Cows**



Customers tell us Tippy Cow tastes exactly like...



Wendy's Frosty



Dreamicle



Shamrock Shake



Soft-Serve Cone

"Flavors You've Loved For Over 50 Years!"

Your Customers Want Flavor  
and Tippy Cow Delivers!

**WHAT'S A TIPPY COW?**

4 FUN NOSTALGIC FLAVORS WITH  
CARIBBEAN RUM & REAL WISCONSIN CREAM  
Shamrock Mint • Orange Cream • Chocolate • Vanilla Soft Serve  
A great replacement or addition to  
flavored spirits!

**TIPPY COW**  
IS ALL ABOUT FUN & FLAVOR  
FROM THE P.O.S. TO THE PACKAGE!  
ENJOY OVER ICE OR AS A SHOT.  
FUN TO MIX WITH YOUR FAVORITE  
SPIRIT OR CREATE YOUR OWN

**TIPPY COW TARGETS**

- ON AND OFF-PREMISE ACCOUNTS  
WITH FLAVORED SPIRITS
- ON-SHELF - FLANK RUMCHATA
- SECONDARY LOCATION IN COLD BOX

**BRAND NAME**

- TIPPY COW CHOCOLATE
- TIPPY COW VANILLA SOFT SERVE
- TIPPY COW ORANGE CREAM
- TIPPY COW SHAMROCK MINT
- TIPPY COW CHOCOLATE
- TIPPY COW VANILLA SOFT SERVE
- TIPPY COW ORANGE CREAM
- TIPPY COW SHAMROCK MINT

**SIZE UPC**

- 750 ml 8 90355 00113 1
- 750 ml 8 90355 00114 8
- 750 ml 8 90355 00115 5
- 750 ml 8 90355 00116 2
- 50 ml 8 90355 00110 0
- 50 ml 8 90355 00111 7
- 50 ml 8 90355 00112 4
- 50 ml 8 90355 00117 9

Let Our Cows Sell  
Your Customers!



WOODEN SIGN

PLEASE ENJOY OUR PRODUCTS IN A RESPONSIBLE MANNER.  
TIPPY COW RUM SPECIALTIES, 14% Alc/Vol, bottled by Midwest Custom Bottling, Pewaukee, WI 53072

# FAQs

- **Why come out with Tippy Cow?**
  - Tippy Cow has been developed to capitalize on the consumers' interest in flavor. Ever since 2010, when Pinnacle introduced Whipped Vodka, almost 60 million cases of flavored vodka has been sold. They all exist because of the consumers insatiable appetite to try new flavors in their alcoholic beverages. Tippy Cow is the perfect fit as a new version of spirits that give a never before seen flavor capability. Flavored vodkas, flavored rums or flavored whiskies cannot match the mouth feel and texture of a well made cream liqueur. Combine world class flavor development and you have a tremendous opportunity for success.
  - Tippy Cow is all about nostalgic flavors, reminding consumers of something they have enjoyed in the past and are familiar with, a Dreamsicle, a Wendy's Frosty, a Dairy Queen Soft Serve, a Shamrock Shake.
- **Who is the target audience?**
  - The Tippy Cow target is the flavored vodka, flavored rum and flavored whiskey consumer.
- **What do you mix the various flavors with?**
  - The flavors are great on their own - over ice or as a chilled shot. They also mix extremely well together (Toot-Toot Tootsie - Chocolate and Orange Cream) or with Irish Whiskey, Flavored Vodkas, Flavored Rums, Flavored Whiskies, etc.
- **What is the shelf life after opening?**
  - Tippy Cow is best enjoyed within 6 months of opening. After opening, the flavors may lose a bit of their freshness after 6-10 months if stored at room temperature. Refrigeration of the product may extend the shelf life of the flavors a bit longer



# FAQs

- **Is the Shamrock Mint a seasonal flavor?**
  - No, far from it! Because of its unique great flavor, Shamrock Mint can stand on its own or mixed as a shooter, martini or cocktail for any occasion and any time of the year!
- **What is the calorie content?**
  - Similar to all other real dairy cream liqueurs at approximately 95 calories per ounce.
- **Is Tippy Cow gluten-free?**
  - Yes, Tippy Cow has been certified as Gluten free.
- **Does Tippy Cow need to be refrigerated after opening?**
  - No but it's always a good idea to keep your Tippy Cow chilled and ready to share. The dairy has been homogenized with the rum which acts as a preservative.
- **Can Tippy Cow be put in the freezer?**
  - Tippy Cow can be put into most residential freezers, but should not be placed in a freezer that has temperatures less than 10 degrees Fahrenheit as that may cause it to freeze. Freezing your Tippy Cow is not good for the finished product.
- **What is the shelf life of Tippy Cow?**
  - Shelf life of Tippy Cow is 2 years if not exposed to temperature extremes (store at room temperature) and unopened. 6 months after opening.

