



WINTER WARMERS TASTINGS

At home consumers are looking for high quality, natural choices to mix their own simple and satisfying cocktails.

Marie Brizard® offers a wide range of bold and complex Liqueurs. Aromatically rich, harmonious and natural taste.

Widely recognized and used by the best bartenders all over the world.

Invite consumers to sample Marie Brizard in warming winter cocktails that are easy to replicate, yet elevate their home Holiday gatherings.

Off Premise Tastings: Oct- Dec

Total Budget \$50k

State Focus: NY, NJ, FL, TX, MA, CA, GA (IL), MI, PA, OR, NC

Takedown: Provide local tasting agency tool kit to carry out 20 Winter Mixer tastings

Flavor Focus: Chocolat Royale and Pear (Add option for Sobieski and Sobieski Vanilla to enhance offering and assist broaden distribution drive)

- **Hot Chocolat Royal:** Chocolat Royal, Sobieski 80, and hot chocolate
- **Poire Cidre:** Poire William, Sobieski Vanilla, and warm cloudy cider

For every Market the package will include:

- 2 Hot Beverage Dispenser
- 2 Marie Brizard Aprons
- 200 Marie Brizard Double Wall Mugs
- 500 Cocktail Recipe Cards
- 100 Voulez Vous Recipe Neckers

POS Items will be in Kristy's DriView allocation—request as needed for your market activations



Recipe Necker

Discover more cocktails on our new website www.mariebrizard.com and follow us @marie_brizard_official

PLEASE DRINK RESPONSIBLY.

Voulez-vous MIXER avec moi?

POIRE CIDRE Cocktail

- 1 part MARIE BRIZARD Pear William
- 1 part SOBIESKI Vanilla Vodka
- 3 parts hot cloudy apple or pear cider

Combine ingredients and garnish with split vanilla bean, star anise, or slice of pear.

HOT CHOCOLAT ROYAL Cocktail

- 1 part MARIE BRIZARD Chocolat Royal
- 1 part SOBIESKI Vodka
- 3 parts Creamy Hot Chocolate

Combine ingredients, top with whipped cream, shaved chocolate, and garnish with a candy cane or cinnamon stick.

TOOLS AVAILABLE

Recipe Card

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Sign for Tasting Table

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