

Italy's #1 Spirit

APEROL IS THE PERFECT APERITIVO

Bright orange in color, infused with bitter and sweet oranges and rhubarb, Aperol is a delicious Italian spirit that you immediately want to share.

Aperol's Compelling Personality

- The original 1919 recipe remains unchanged and a secret to this day.
- Its bright, zesty flavor and low 11% alcohol content allow it to shine in its signature cocktail, the Aperol Spritz.
- Sunny and full of vitality, the unique Aperol taste is Italy in a glass.



Aperol Spritz Perfect Serve

Aperol's signature cocktail, the Aperol Spritz, is easy to prepare. Build in a rocks or balloon glass over ice:

3 Prosecco + **2** Aperol + **1** Soda

- 3 parts Prosecco or dry sparkling wine like Cava, California sparklers or dry white wine (e.g. Pinot Grigio, Chardonnay)
- 2 parts Aperol
- 1 part soda/sparkling water
- Garnish with an orange slice



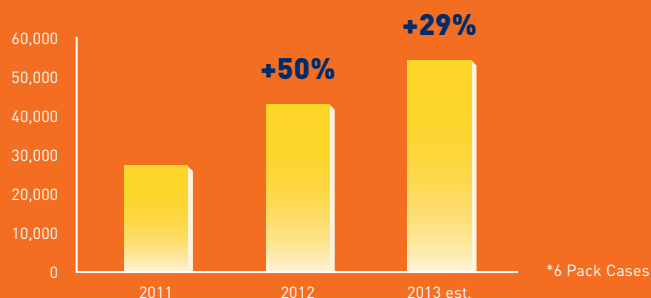
Key Selling Points

- Aperol is one of the hottest brands in the spirits category today, its recently been named a Top-15 Growth Brand by Impact Magazine.
- Light in alcohol at 11% ABV
- The #1 spirit brand in Italy, a country famous for its lifestyle

Tasting Notes

- **Nose:** Lightly alcoholic, zesty orange with appealing, complex herbal scents harmonized with a touch of vanilla.
- **Palate:** Intense orange top with herbal and woody body notes that are pleasantly bittersweet and salty. Velvety and rounded, Aperol has long orange and wood notes on the finish, with a touch of pleasant herbal bitterness.

Depletions continue to gain momentum!



Aperol & Prosecco—Two Italians for the perfect serve

- “If there’s an official wine of today’s 21-something generation, it’s the Italian bubbly Prosecco. U.S. sippers buy a million cases a year, up 35% since 2011...” —Fred Tasker, *The Miami Herald*, April 18th, 2013
- In Nielsen, Prosecco has almost doubled in volume from 330,000 cases in 2011 to 608,000 cases in 2013.

TTL Prosecco 9L Case Eq Volume



A.C. Nielsen TTL US Food Drug Liquor, 52 wks ending September 14th, 2013



UPC: 086785900001

SCC: 70086785900000

Specifications

Pallet Configuration: 28 6 pack cases per layer, 5 layers per pallet, 140 6 pack cases per pallet.

Brand Strategy

- **Build targeted On-Premise distribution:** Ensure listing in key outlets and optimize brand presence (visibility).
- **Establish Aperol trade understanding:** Educate trade on the Aperol Spritz perfect serve.
- **Recruit target consumers:** Set up Aperol Spritz sampling—when people try the Spritz, they love it!

Target Consumer

25–34 year old men and women: Urban, affluent, young adults that are optimistic, open minded, culturally curious and highly social. They drink premium spirits.

Pricing Strategy

- **On-Premise:** \$8–\$10 for an Aperol Spritz in mainstream bars. Ideal price is in between the craft beer and traditional cocktail spaces.
- **Off-Premise:** \$22–\$25, 750 ml, 3 price points minimum below Campari because it is a more approachable bitter with lower alcohol content.

Channel Strategy

- **On-Premise:** Casual and trendy bars and restaurants (including Italian), outdoor establishments (city square, rooftop and beach).
- **National Accounts:** Casual and trendy bars and restaurants (including Italian).
- **Off-Premise:** Independent and chain liquor. Gourmet, specialty and “A” grocery.
- **Shelf Schematic:** Place Aperol in the liqueurs/aperitivos section adjacent to Campari or St. Germain.