



THE NEW gold STANDARD



FLORIDA & ILLINOIS
\$1 MILLION MEDIA PLAN



TRADE PRINT • DIGITAL • OUT OF HOME

PRODUCT SUPPORT

- Point of sale materials
- Plant-packed neckers on 750ml
- 50ml bottles plant-packed in decorative display box
- Value added pack for OND
 - Luxurious chocolate truffles
 - No upcharge



The Finest Blend of Natural
Irish Cream, Aged Irish Whiskey
& Luxurious Chocolate

KERRYGOLD IRISH CREAM IS SUPERIOR

- Made with fresh, Irish cream from grass-fed cows
- Made with oak-aged Irish Whiskey and Irish Spirit
- Luxurious chocolate is blended into each bottle
- Imported from Ireland
- From the makers of the #1 imported butter
- Consumer: females/males age 30-60

TASTING NOTES

A smooth and creamy entry leads to the luxurious taste of chocolate with notes of toffee and butterscotch. The full flavor is a perfect balance of fresh cream, whiskey, and chocolate. A lingering warm finish leaves the mouth with a velvety sensation and a caramel fade.



FACTS AND FIGURES



Kerrygold Irish Cream is best served chilled or on the rocks, and is also excellent in cocktails and coffee.

KERRYGOLD IRISH CREAM LIQUEUR™, 17% ALC/VOL. (34 PROOF), PRODUCT OF IRELAND.
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Kerrygold is owned by The Irish Dairy Board, a co-op of Irish dairy farmers who export great-tasting specialty cheese, butter, and Irish cream.

	UNITS/CS	UPC	SCC CODE	TIER/CASES	PALLET	WEIGHT	DIMENSIONS
Kerrygold 750ml (34 proof)	6	767707002194	90767707012271	5 / 20	100	20 lbs.	11.14L x 7.56W x 11H
Kerrygold 50ml (34 proof)	120	767707002217	90767707012295	14 / 6	84	26 lbs.	16.25L x 13.5W x 4.38H
Kerrygold 750ml VAP (34 proof)	6	767707002200	90767707012288	6 / 6	36	23 lbs.	17.55L x 15.13W x 11.33H

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