



OFF-PREMISE SALES TIPS

Differentiate



BRIK Wine Co. has 3 Main Differentiators from the competition:

1. **Italian made!** *Made by Lovo: award-winning family winery near Venice*
2. **Great Quality!** *A new standard for wine in Tetra Paks*
3. **Environmentally Friendly!** *Our packaging is 100% recyclable and transport is 100% carbon neutral!*

Show All 3

All three **BRIK Wine** SKUs should be shown with sell sheet, POS

Price

BRIK's SRP is highly competitive with other Tetras – and it's 2/3 of a traditional bottle!

BRIK Wine Co.	\$4.49 - \$5.99
Vendange	\$3.99 - \$4.99
Black Box	\$4.99 - \$5.99
Bota Box	\$4.99 - \$5.99



Use the POS!

BRIK's striking design scored #1 in consumer testing. Looks great in its countertop display!



9 Unit Display



Window Clings/ Wobblers

Tetra is Hot!

Category growing **700% faster** than bottles!

6.6x faster than wine in cans!

It's unique: Sells successfully in **ALL formats of off-premise!**

BRIK^{wine^{co}} DISPLAY: HOW & WHERE

Optimal Placement Rankings

1

In the Cold Box

BRIK belongs next to chilled wine, ciders, craft beer

Tip: Be sure and use the cold box window clings for POS!

2

Countertop: In 9-Unit Display (see image opposite page)

BRIK flies off the countertop! This efficient display is only 8" wide x 8" long – and it grabs the buyer's attention! Great for grab-n-go!

Tips: The countertop display can rotate to promote one or all SKUs!

3

Floor Stacks

Very few Tetras are case stacked. BRIK's shipping cartons are strong enough, and are very attractive!

4

Shelf: With Can Wines: House Wine, Iron Horse

BRIK is competitively priced vs. other premium canned-wine products but for more product (500ml vs. 375ml)



On Shelf: Display 3 SKUs side-by-side: the shelf strip brands them together!

Floor Display: BRIK shippers look fantastic on display!

