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DISARONNO



SMOOTH AS VELVET

Introducing Disaronno Velvet, a smooth cream liqueur with the unmistakable taste of Disaronno, *the world's favorite Italian Liqueur.*

**BUILD ON THE EQUITY OF DISARONNO
ORIGINALE AND CAPITALIZE ON THE
GROWTH OF CREAM LIQUEUR.**



CREAM LIQUEURS ARE OUTPACING THE CORDIAL
CATEGORY YTD IN BOTH VOLUME AND VALUE.

+4.7%*
IN VOLUME SALES

+5.8%*
IN DOLLAR SALES

82%



OF CONSUMERS TESTED
BELIEVE THAT VELVET
IS SOPHISTICATED

84%



BELIEVE THAT VELVET
IS A PREMIUM PRODUCT

95%



LOVE THE TASTE
OF VELVET

90%



WOULD PURCHASE
VELVET

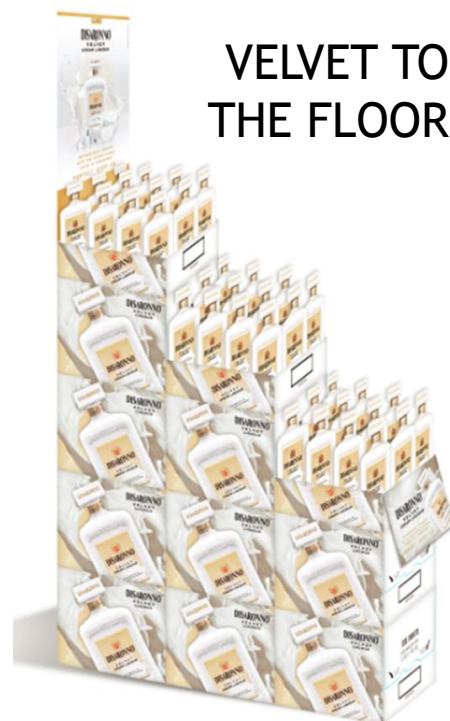
*IRI Trends - Total U.S. Food YTD thru 11/10/19

2020 LAUNCH SUPPORTED WITH

\$5 MILLION MEDIA CAMPAIGN

- Q2/Easter Launch
- Q2/Q4 \$4.6 million TV and on-line video to build Disaronno brand awareness
- \$444K social media designed to drive consumers to retail
- In store sampling to encourage trial and purchase
- Disaronno Velvet is 17% ABV & gluten free
- Disaronno Velvet is best served over ice
- Limited Release - Just 22K cases for the whole U.S.

VELVET TO
THE FLOOR!



12 CASES

DISARONNO VELVET 750ML											
ITEM #	UPC CODE	SCC CODE	BOTTLES/ CASE	CASE HEIGHT (IN)	CASE LENGTH (IN)	CASE WIDTH (IN)	CASE WEIGHT (LBS)	CASES/ LAYER	LAYERS/ PALLET	CASES/ PALLET	ABV
DV09775	50037597752	10050037097754	12	9.1	10.8	13.4	41	11	4	44	17%

SMOOTH
DRINKING EXPERIENCE

OVER
ICE

THE UNMISTAKABLE
TASTE OF DISARONNO

WITH A
VELVETY TWIST



FEATURE	BENEFIT
White glass iconic bottle	Immediately recognizable as Disaronno, but unique
Smooth drinking experience	Unmistakable taste of Disaronno with a velvety twist
Innovative product in a growing segment	Attract new consumers to the Disaronno franchise
Warming sensation with floral and fruity character of almonds, nuances of chocolate and vanilla	Delicious and elegant taste
Perfect served over ice	Ice truly allows the flavor to open up
Embodies Italian elegance and lifestyle	The perfect choice for self-indulgence