

SAMPLE PACK & PRODUCT IDS

PURPOSE:

Goal of the pack is to provide sampling in areas without a robust sales force

2 oz. portions allow for sampling and cocktail experimentation;

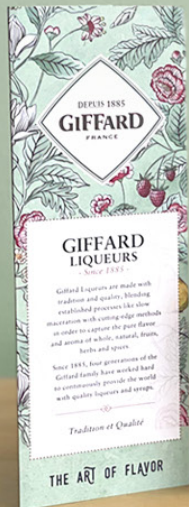
Encourages discovery of the breadth of the Giffard portfolio

INTENDED USE:

Target a key stakeholder, e.g. bar director, beverage manager, purchasing manager;

Allot one sample pack per account; goal is to achieve multiple placements per pack;

Intended as a leave-behind to encourage sampling when sales rep. is not present.



Front Row	Product SKU	Product ID
Space 1	Lichi-Li (Lychee)	#####
Space 2	Noix de Coco (Coconut)	#####
Space 3	Mangue (Mango)	#####
Space 4	Fruit de la Passion (Passion Fruit)	#####
Space 5	Banane de Bresil (Banana)	#####

Back Row	Product SKU	Product ID
Space 1	Pamplemousse (Grapefruit)	#####
Space 2	Triple Sec (35%)	#####
Space 3	Rose	#####
Space 4	Cacao Blanc (White Cacao)	#####
Space 5	Café du Honduras (Coffee)	#####