

HOLIDAY MERCHANDISING

A selection of holiday-themed value-added packaging and point-of-sale materials

► **KERRYGOLD IRISH CREAM** is offering a sweet gift set to mark the holidays. In addition to a 750ml bottle is a selection of chocolate truffles with caramel centers.



▼ Just in time for the holidays, **DOM PÉRIGNON** unveils a product 16 years in the making: **P2 VINTAGE 1998**. The new entry in the Dom Pérignon universe comes in a sleek brushed-metal gift box.

▼ **RUMCHATA** offers up a flavorful holiday gift box that includes a 750ml bottle along with a branded thermal tumbler that will help keep drinks the perfect temperature no matter the season.



▼ **BEE EATER** is offering a British-themed gift pack, including a 1.75L bottle and a special pourer stopper inside a translucent package adorned with the Union Jack.



► **CAMPARI** is marking the holidays with a trio of limited-edition 750ml bottles featuring collectible labels. The three designs are modern interpretations of advertising works originally created for the Italian aperitif by futurist artist Fortunato Depero in the 1920s.





◀ **SOBIESKI VODKA** is offering a three-piece holiday gift package, which includes a 1.75L bottle and a pair of branded shot glasses.

▶ **HEINEKEN** marks the season with its Spark the Holidays campaign. In addition to branded packaging and displays, Heineken has partnered with Korbel to inspire consumers to celebrate the holidays.



▶ Cognac connoisseurs will enjoy **TESSERON'S** quartet of limited-edition decanter-style bottles, highlighted by its ultra-premium **ROYAL BLEND** expression.



◀ **CARAVELLA LIMONCELLO** has a gift set to help survive the frosty holiday weather. A 750ml bottle is packaged with a tall, frosted glass bearing the Caravella logo and design.



◀ **RUFINO** is offering the multi-purpose Luminaria gift package for the holidays. A bottle of **MODUS** wine comes packaged in a brushed-gold metal sleeve, which can be turned into a decorative lantern to give any room the rustic ambiance of Rufino's native Tuscany.

▶ Just in time for the holidays comes the annual limited-edition release of **LAPHROAIG CAIRDEAS**. The 2014 expression was aged eight years in bourbon barrels and then finished for a year in Amontillado sherry casks.



▶ **HYPNOTIQ** introduces a sparkling version of its popular liqueur for the holiday season. **SPARKLE** is infused with Champagne-like bubbles but retains the same distinctive color and taste. Each 750ml bottle comes accompanied by a pair of stylish glasses.



◀ **PYRAT RUM** delivers a taste of the Caribbean for the holiday season. A 750ml bottle comes encased in an intricately designed wooden display case.



▲ **PATRÓN XO CAFE** coffee liqueur marks the season with a 750ml bottle and a pair of regal shot glasses.



◀ Building on the success of its spiked egg nog, **HOLLY NOG** is unveiling a new Chocolate Mint flavor for the holidays. Made with wine and Wisconsin dairy cream, Holly Nog comes in 750ml bottles.

▶ **ARBEG** is getting adventurous this holiday season with the Escape Pack. Included in the rugged case is a 750ml bottle of its 10 Year Old scotch along with a pair of branded shot glasses.



HOLIDAY MERCHANDISING



◀ **BAILEYS CHOCOLATE CHERRY** is a new flavor from the famed Irish Cream maker and is a perfect fit for the holidays.

▼ **PERRIER-JOUËT** has partnered with Italian artist Vik Muniz to present a breathtaking limited-edition bottle of **BELLE EPOQUE ROSÉ**. The beautiful design carries over to the deluxe gift box as well.



▶ For the 40th year, **ANCHOR BREWING** is releasing a unique **CHRISTMAS ALE** to mark the season. The recipe is different every year -- as is the tree on the packaging -- but the result is always worth celebrating.



◀ This holiday season, **O'MARA'S IRISH COUNTRY CREAM** is offering a pair of branded tumblers along with a 750ml bottle of its wine-and-cream liqueur.



▶ **CHANDON** marks the holiday season with a quartet of 750ml limited-edition, party-themed bottles, giving fans of the Blanc de Noirs cuvée a chance to express themselves before they even pop the cork.

▶ **MIDNIGHT MOON** created a unique gift set for the holidays by combining a 750ml bottle of its Apple Pie moonshine with an attachable pour lid and two mason jar shot glasses.



▶ For the fourth year running, **BELVEDERE VODKA** teams with **RED** to raise money for a good cause this holiday season. A portion of the profits from the sale of the special edition red bottle will go to **RED** to help fight HIV/AIDS in Africa.



◀ **VEUVE CLICQUOT** offers a unique entry into the holiday marketplace with a fresh spin on the iconic American mailbox. The metal design comes in their signature yellow and includes an envelope with a card detailing the history of Maison Veuve Clicquot along with space for a note of your own. Plus a 750ml bottle of bubbly, of course.



◀ **SOUTHERN COMFORT** is introducing **GINGERBREAD SPICE** as a limited-edition holiday flavor. The product is a combination of gingerbread and vanilla flavors along with hints of Southern Comfort.



◀ Try a new variety of **GLENLIVET 12 YEAR OLD** for the holidays. The popular single malt is offering a 750ml bottle packaged with 50mls of its 15 and 18 Year Old expressions.

▶ **BIANCHI** debuts its Taste of the Central Coast gift set this holiday season. In addition to a bottle of its 2011 Bianchi Estate Pinot Noir, the package includes other items produced in Central California such as pistachio butter, olives and honey.





◀ **JAMESON IRISH WHISKEY** is getting in the holiday spirit by encasing a 750ml bottle in its classic gift tin.

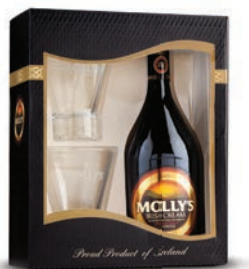
▶ **GALLIANO** is offering an eye-catching gift set for the holidays. A 375ml bottle of the artisanal liqueur is paired with a mug known as the Kon Tiki – a reproduction of the iconic mug that debuted in the 1940s.



▼ **ABSOLUT VODKA** is honoring iconic pop artist Andy Warhol by transforming his 1986 painting into a limited-edition 750ml bottle. Warhol was the first artist to create original work for Absolut, and a portion of the profits will be contributed to The Andy Warhol Foundation.



▶ **CHIVAS REGAL SCOTCH WHISKY** has chivalrously paired a bottle of its 12 Year Old expression with two branded rocks glasses.



◀ **MOLLY'S IRISH CREAM** is getting into the holiday spirit with a gift set that includes a 750ml bottle and a pair of branded glasses.



◀ **SPEYBURN** is marking the season with style, pairing a 750ml bottle of its 10 Year Old expression with two uniquely branded fishbowl tumblers.

▼ Ultra-premium tequila **PATRÓN AÑEJO** is going all out this season by including a pair of coupe glasses and a 50ml bottle of Dashfire bitters along with a 750ml bottle of tequila.



▶ **DI AMORE** is releasing a gift set for each of its six liqueurs: Amaretto, Sambuca, Raspberry, Gran Orange, Limoncello and Quattro Orange. Each set comes with one 750ml bottle and two branded snifters.



▶ **GODIVA DARK CHOCOLATE LIQUEUR** is a new entry from the Diageo stable. The sure-fire holiday season favorite is dairy-free and low in calories.



◀ **MARTELL COGNAC** has a stylish holiday gift set with a pair of branded snifters alongside a 750ml bottle of VSOP.

▶ **MOËT & CHANDON** has a limited-edition bottle for its **IMPERIAL CHAMPAGNE** this holiday season. Each 750ml bottle is sheathed in shining gold with an embossed diamond pattern.

