



READY-TO-SERVE COCKTAIL RACK

“A compact cocktail destination that turns foot traffic into sales.”



CATEGORY OPPORTUNITY

- RTD cocktails are a \$3B+ U.S. category and one of the fastest-growing beverage segments
- Premium spirit-based RTDs grew 30%+ YoY
- 72% of 21-34 consumers prefer spirit-based RTDs vs malt alternatives

FORMAT STRATEGY

200 ml Tubes

- Perfect for trial, portability, impulse
- Each makes 2 cocktails

375 ml Bottles

- Ideal for entertaining + repeat purchase
- Each makes 4 cocktails

THE BOLS ADVANTAGE

Founded 1575 — world’s oldest distilled spirits brand

Used by bartenders in 100+ countries

Award-winning RTDs validated by Spirits Business Global Masters



PROGRAM CONCEPT

A turnkey merchandising system combining trial + trade-up formats in one compact display:

- Top Gravity Dispenser — 200 ml tubes
- 3 Shelves — 375 ml bottles

Dual-size strategy converts first purchase repeat purchase

EXCITING ASSORTMENT

Globally recognized cocktails that already sell:

- Espresso Martini — rich & robust coffee classic
- Azul Margarita — tangy, refreshing margarita
- Red Light Negroni — bittersweet twist on a classic
- Very Old Fashioned — aromatic barrel-aged classic
- Pornstar Martini — exotic passion-fruit driven

RETAILER VALUE PROPOSITION

- Higher basket value vs beer/malt RTDs
- Eye-catching packaging drives impulse purchases
- Cross-merchandising with Bols liqueurs grows category value
- Seasonal relevance from summer entertaining & holiday gifting

Bals
 THE
 WORLD'S
 FIRST
 COCKTAIL
 BRAND

READY-TO-SERVE COCKTAIL RACK

Gravity Box:
 7.6"W x 7.6"D x 9.5"H



Slim footprint =
 high revenue per square foot



Rack:
 15.625" W x 11" D x 42.75" H



Construction: Durable Sintra Display