

ESPRESSO MARTINI HAPPY HOUR WITH

GALLIANO
LIVORNO 1896

MINI 1.5 OZ COCKTAIL SERVE ATTRACTIVELY PRICED
FOR HAPPY HOUR SUPPORTED BY GLASSWARE

- Espresso Martini is currently one of the top 10 cocktails in the US
- Why Galliano Espresso liqueur?
 - Galliano Espresso is the most awarded 'espresso' liqueur in the market
 - It has full-flavored palate similar to a real espresso coffee served in Italy
 - It is all natural, non GMO and does not contain corn syrup
 - Galliano's rich, bold espresso flavor, makes the ultimate espresso martini



- What:
 - Add Galliano Espresso Martini half cocktail serve for happy hour
 - Receive non branded glassware for support – 24 units of 2.5 oz cocktail coupe
- How
 - Using half measures – 1.5 oz total cocktail, targeting high reorder rate
 - Price the cocktail at a can't refuse level to ensure high rotation
 - Best for Espresso Martini Machine accounts to reduce the effort level

