

GALLIANO SHELF POSITIONING



375 \$18-21,
750 \$31-35



375 \$14-16,
750 \$23-25

 In corresponding categories:

-  L'autentico -> super premium imported liqueurs
-  Ristretto -> coffee liqueurs to the right of Mr. Black
-  L'Aperitivo -> Italian aperitifs to the right of Campari

 As famiglia - only on the floor/
end cap



375 \$15-17