



T1 - JAN - APR

T2 - MAY - AUG

T3 - SEP - DEC

NATIONAL

BOLS Cocktails

Dare to compare: **ELDERFLOWER**
& Portfolio Volume Fast Start
Programming

Tequila PARTIDA

Blanco Volume & Repo/Anejo Price
repositioning
Roble Fino – Distribution Focus

PASSOA

Innovation: New Bottle launch
750ml off premise/1lt on premise

Pallini

Spritz Activations and
Limonzero Expansion

Tequila PARTIDA

Cinco De Mayo and Volume Focus
Barrel program 2.0 Launch

PASSOA

Summer Cocktail Menu
and Volume Push

BOLS Cocktails

Portfolio Volume Drive
Dare to Compare – **LYCHEE/FLEX** Focus

Tequila PARTIDA

Retail Distribution Expansion Focus on
Riserva and Roble Fino Tiers

Galliano

SOND –Holiday Cocktail Focus

REGIONAL

Small Sizes

Passoa 50ml \$0.99
Pallini 50ml \$1.49 / Sip of Italy \$4.99

Local Flex

Pallini, Nuvo, Fluere

Local Flex

BOLS COCONUT Launch
Dare to Compare **COCONUT** focus

Muff Liquor Company

Cherry Bomb Launch (Tentative)

Small Sizes

Passoa 50ml \$0.99
Pallini 50ml \$1.49 / Sip of Italy \$4.99

Local Flex

Fluere, Passoa