

# NUVO®

SPARKLING LIQUEUR

**Join us in the fight  
against cancer**

*By supporting a breast cancer awareness organization, Nuvo Sparkling Liqueur contributes to a meaningful cause, strengthens its brand, fosters community engagement, and builds lasting consumer relationships.*



*Carol M. Baldwin*

BREAST CANCER RESEARCH FUND OF CNY, INC.



# STRATEGY

- *October 1<sup>st</sup> to December 31<sup>st</sup>*
- *Strengthen connection with our core consumers. Female-Centric*
- *Ensure visibility through case displays next to Sparkling Wines*
- *NUVO will donate \$1 for every bottle sold*



## OFF-PREMISE TOOLS

POSTER  
11x17



nuvosparkling



sparklingnuvo