

APPLETON ESTATE®

JAMAICA RUM

8 YEAR OLD DAIQUIRI

REASONS TO BELIEVE

The Daiquiri is the most popular Rum-based cocktail in the world. In 2022, Drinks International named the Daiquiri as the fifth best selling classic cocktail globally. Simple yet refreshing, the classic Daiquiri is making a resurgence – there is opportunity to deliver a premium and highly profitable take on this cocktail to consumers by leveraging Appleton Estate 8 Year Old rum.

Appleton Estate drinkers are highly valuable to the On Premise:



36% of Appleton Estate consumers drink Daiquiri cocktails – supporting the potential of an branded offering.



Appleton Estate consumers spend an average of \$220 per month at the On Premise – versus \$173 for average consumers.



66% of Appleton Estate consumers drink-out at restaurants on a weekly basis – versus only 43% of average consumers.



HOW TO MAKE THE ESTATE DAIQUIRI

2 OZ APPLETON ESTATE 8 YEAR OLD RUM
1 OZ LIME JUICE
0.5 OZ SIMPLE SYRUP

Combine all ingredients in a shaker with ice, shake until chilled. Strain into a rocks glass filled with ice, and garnish with a lime twist.



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8 YEAR OLD DAIQUIRI PROFITABILITY

UNIT COST

Appleton Estate 8 Year Old 750 mL

Price:

Cost per oz:

Cost per pour:

CUSTOMER PROFITABILITY

Menu Price:

Profit:

MARGIN:

Feature Price:

Profit:

MARGIN:

FRESH LIME JUICE, SIMPLE SYRUP, GARNISH

Approx. cost
per pour:

**TOTAL COST
TO CUSTOMER:**

**FOR MORE INFORMATION, PLEASE
CONTACT YOUR LOCAL CAMPARI
CANADA REPRESENTATIVE.**

