



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.

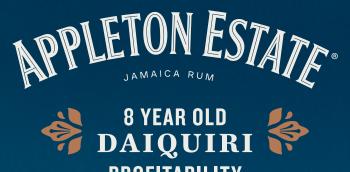


HOW TO MAKE THE ESTATE DAIQUIRI

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.







UNIT COST

Appleton Estate 8 Year Old 750 mL

Price:

Cost per oz:

Cost per pour:

FRESH LIME JUICE, SIMPLE SYRUP, GARNISH

Approx. cost per pour:

TOTAL COST TO CUSTOMER:

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

CUSTOMER PROFITABILITY

Menu Price:

Profit:

MARGIN:

Feature Price:

Profit:

MARGIN:

