



NORTH CAROLINA Emerald Division



BROWN-FORMAN

2021 New Items



PROXIMO

INFINIUM
SPIRITS



DISARONNO INTERNATIONAL



EDRINGTON



RÉMY COINTREAU

Terroir, people and time

LUCAS BOLS USA



Emerald Division New Items 2021

Supplier	Code	Brand	Size	Price	Notes
Brown - Forman	32-607	Jack Daniel's Apple	1.75L	\$49.95	4 x SPA/Year
Brown - Forman	22-234	Old Forester Signature Bourbon 100 Proof	1.75L	\$44.95	4x SPA/Year
Proximo	51-520	1800 Ultimate Black Cherry Margarita	1.75L	\$18.95	
Proximo	51-494	Jose Cuervo Cherry Limeade Margarita	1.75L	\$16.95	
Proximo	65-027	1800 Coconut	1.75L	\$40.95	
Proximo	51-526	Jose Cuervo Authentic Strawberry Lime Marg	200ml	\$1.95	
MHW/Lucas Bols	62-485	Passoa	750ml	\$17.95	
Edrington	24-403	Noble Oak Double Oak Bourbon	750ml	\$34.95	4 x SPA/Year
Infinium	00-105	Templeton 10yr Rye (Boutique)	750ml	\$89.95	

Jack Apple in 2020 Depletes 7017 STD Cases +237%!

CR Apple 59K cs +14%

J Beam Apple 17K cs +6%

The newest arrival to flavored whiskey & the Jack Daniel's family, has been an Absolute Home Run!

Highly versatile, deliciously smooth, refreshing and sessionable, Jack Apple combines our proprietary crisp, green apple liqueur with the unique and unmistakable character of Jack Daniel's.

It's an apple flavored whiskey* that only Jack Daniel's can deliver - easily enjoyed at home in a refreshing cocktail, as a chilled shot shared amongst friends or sipped slowly on the rocks.

Code 32-607

SIZE EXPANSION – 1.75L Priced \$49.95

With 4 x SPA per year

**JD Apple Introduced to NC In October 2019
& has taken a *Big Bite* of the Apple Market
Growing faster than Crown or Beam
Throughout all of 2020**



Old Forester® Signature Bourbon 100 Proof 1.75L

Code 22-234

FIRST BOTTLED BOURBON
ESTD 1870
OLD FORESTER
- KENTUCKY -
STRAIGHT BOURBON
WHISKY



- Old Forester 100* +49% May - Dec & +41% in 2020 to over 1131 9Ltr Cases, 3 x growth of all NC Bourbon/Tenn Whiskey @ +14%!!
- 74% of Old Forester 86* business is the 175L in NC
- 40+ cases of 175L Special Ordered May 20 - Jan 21
- Total Old Forester Line +42% to almost 12,000 (9ltr cs) in 2020
- Specialty Bourbon at great price. \$44.95, 1.75L w/four SPA's per year
- Currently Special Order Code 22-234

Tasting Notes

Appearance: A bright, dense caramel toffee.

Aroma: Strong sweet coffee laced with chocolate, creamy vanilla and rich warmed oak take you right into the barrelhouse.

Aroma w/water: A complex combination of soft, ripe fruit and citrus with vanilla recedes into a delicate oak, cooled by a hint of liquorices.

Taste: Ripe apple and other sweet fruit, complex oak.

Finish: Sweet; light with hints of oak and apple that linger a bit.

Awards & Accolades

Double Gold: 2020 San Francisco World Spirits Challenge

Gold Medal: 2019 Whiskies of the World

Gold Medal: 2019 International Spirits Challenge

Old Forester®
Signature
100 Proof



NEW 1800 Ultimate Black Cherry Margarita 175L Priced \$19.95

Code 51-520

Proximo RTD's Full 2020 NC Growth

Cuervo Authentics RTD's = 43877 cs +50%
1800 RTD's = 36,291cs +64%
Cuervo Golden Marg RTD's = 15,813cs +55%
Proximo Total = 95,981cs +56% (+34,426cs)

Total NC RTD (All Brands) 192K cs +37%

Proximo = 50% of All NC RTDs Sold in 2020

Proximo RTD's account for 67% of all Growth of all Ready to Drinks in NC!



**Introduces
Black Cherry
to the
Flavor Lineup**



Our Awarded New Flavors Continue to Fuel this the Category's Growth

Cuervo Cherry Limeade 175L Price \$16.95 Code 51-494

Listed May 1, 2020 as 19743 & shipped over 1045cs in less than 60 days, this will be our 2nd largest Cuervo Authentic Margarita with OVER 7000CS POTENTIAL in NC!!!



94 different ABC Boards ordered this item & Depleted almost over 90% of product in 90 days- Demand is High

- ◆ Cherry is an establish flavor and ranked in top desired for RTDs² and Limeade adds refreshment cues to Cherry flavor
- ◆ Made popular by Sonic Drive In with over 3600 locations in 45 states, #2 Sold
- ◆ Cuervo Authentic RTD will do over 70,000 cases in 2020 +47%
- ◆ 71% of RTD consumers interested in “Cherry Limeade Margarita”; ranked in top 5 of new concepts tested²

¹Proximo Internal Depletions, VIP iDig

²Givaudan Primary Research



New 1800 COCONUT 175L FOR MAY 1, 2021 LISTING \$40.95
1800 TEQUILA IN 2020 HAD UNPRECEDENTED GROWTH TO OVER 70K CS
1800 COCONUT IN 2020= +4200CS GROWING +37%

Code 65-027

1800® COCONUT

1800

Brand: **1800**
 Variant: Coconut

Current Special Order 65-027
 LY NC 37cs ordered



PROOF: 70
ABV: 35

TASTE PROFILE: Agave spirits and tropical coconut

AROMA:
 Tropical coconut

COLOR:
 Clear

FINISH:
 Sweet coconut aftertaste

Nutrition Facts

Amount per 1.5 oz

Calories	130
Sugar	3g
Carbs	3g
Fiber	—
Cholesterol	—
Fat	0g
Sodium	0g
Vitamins	—
Minerals	—

— not a significant source

Are we vegan?	✓
Are we vegetarian?	✓
Are we Keto?	✓
Are we Paleo?	
Are we GMO free?	✓
Do we use natural flavors?	✓
Do we have artificial flavors?	
Do we have natural coloring?	
Is there artificial coloring?	

1800 Coconut is over 50% of all Flavored Tequila sold of NC's 8100cs Sold!!



Code 51-526

AUTHENTIC CUERVO MARGARITAS

200ML 4 PACKS



Introducing Strawberry Lime Margarita
Simple Chill & Serve 200ml Offering
\$1.95 per bottle sold individually
24btl/case



Tools for ABC Stores in NC



Wire Rack
Shelf/Counter



Ice Not Allowed



Dump Bin

Currently we only have the Authentic Lime Listed & shipped over 4275cs in 2020

(Note- NC Only had 200ML product of Lime to ship for 1/2 of 2020 due to production issues, Proximo now has a New Facility to produce all RTD's that can handle 3 x the 2020 needs. No production issues foreseen in 2021)

PASSOÁ RETAIL 17.95

12BTLS/CS Code 62485

PASSOÁ

#1 PASSION FRUIT LIQUEUR IN THE WORLD!

CELEBRATING SPONTANEITY, ESCAPE, TOGETHERNESS

In 1985, Cointreau Master Distiller travelled to Brazil, discovered the **PASSION FRUIT FLOWER** and fell in love with its powerful and fascinating perfume.

Back in France, researching the subject, he had the idea of magnifying the Passion Fruit's subtle flavor in the form of a **LIGHT, FRUITY LIQUEUR**. The outcome of that research into the balance of flavors and the best varieties of Passiflora (passion fruit) was Passoá. To this day, it is made in French region of Anjou from ingredients sourced in Brazil.

PASSOÁ
THE PASSION DRINK
WITH REAL PASSION FRUIT

PASSOÁ

ROSE SANGRIA
1 PASSOÁ
2 SANGRIA MIX
STRAWBERRIES & ORANGE SLICES
FOR GARNISH

PASSION FRUIT MULE
1 FRESH LIME
1/2 LIME JUICE
TOP WITH CROCODER BEER

PASSION MARGARITA
1 FRESH LIME BLEND
1/2 LIME JUICE
1/2 TRIPLE SEC
TOP WITH CROCODER BEER

PORN STAR MARTINI
1 VANILLA VODKA
1/2 PASSOÁ
1/4 LIME JUICE
1/2 TRIPLE SEC
TOP UP WITH CHAMPAGNE

WHAT?
THE ORIGINAL PASSION FRUIT LIQUEUR

HOW?
REFRESHING & EASY TO MAKE

WHY?
THE DELICIOUS FLAVOR OF PASSION FRUIT

WHEN?
SUNSET HOURS

- With passion fruits from Brazil
- Versatile, easy to mix
- Add a touch of passion to any classic cocktail
- Europe's hottest cocktail, **THE PORN STAR MARTINI**, is made with Passoá
- Sangrias: mix red, white or rosé sangria with Passoá for an exotic flavorful twist
- Classics: **MARGARITAS, MOJITOS, CAIPIRINHAS** - Add sunset color & passion fruit flavor to your go-to favorite cocktail
- Frozen: summer hit - frozen cocktails with Passoá
- Fresh passion fruit taste has a broad appeal
- An eye-catching red color of the liquid and **SNOW-STOPPING BLACK SIGNATURE BOTTLE**
- Low alcohol and low in calories
- Young adults meeting up with friends, **CELEBRATING TOGETHERNESS**
- Happy hour
- Casual summer nights out
- Day drinking
- Beach celebrations

ALL BEVERAGES - 10 DRINKS

WWW.PASSOÁ.COM

- 280cs sold in VA Apr-Dec 2020
- 196cs sold in PA Apr-Dec 2020
- NC should do over 500cs in year 1, delivering over \$107,000 in Gross Sales

NC Special Order code 62485 sold 20cs in 2020- Will trade Bols Triple Sec 61790 for the Opportunity



Great Bourbon with a New Aging Process and a Mission



Noble Oak is a distinct, 21st century whiskey that embraces modern innovation in whiskey-making.



Good distillate

High Rye Mash Bill from MGP

- 75% Corn/ 21% Rye/ 4% Malted Barley



Double-Oak Matured

Finished With Edrington's World-class Sherry-Seasoned European Oak Casks



Using a New Process

A new way to harness Heat & Pressure

- Capture flavors, minimize waste

- Aged Bourbon that is then Double-Oak matured with a secondary aging process that uses Macallan's world-class Sherry-Seasoned European Oak
- Using a new process that harness heat and pressure to capture flavor and reduce waste
- Noble Oak Plants a Tree for Every Bottle Sold
 - In partnership with [OneTreePlanted.org](https://www.onetreeplanted.org)

NOBLE OAK DOUBLE OAK BOURBON

Retail \$34.95 750ml 6btl/cs

Code 24-403

Templeton Single Barrel 10 Year Reserve

Code 00-105

INFINIUM
SPIRITS

OUR FINEST RYE WHISKEY

WHISKEY DETAILS:

MASH BILL: 95% RYE, 5% MALTED BARLEY

TYPE: STRAIGHT RYE WHISKEY

AGED: 10 YEARS

PROOF: 104

BARRELED IN: NEW-CHARRED AMERICAN OAK

TASTING NOTES:

AROMA: RICH CHOCOLATE & VANILLA, TOASTED OAK, GREEN APPLE, APRICOT

TASTE: SMOOTH, DARK OAK WITH HONEYED FLORAL NOTES AND OUR SIGNATURE RYE SPICE

FINISH: CLEAN AND LONG-LASTING WITH LINGERING BUTTERSCOTCH

WITH AN EXTREMELY LIMITED PRODUCTION, OUR 2021 SINGLE BARREL RELEASE HAS BEEN METICULOUSLY HAND-SELECTED FOR UNIQUE QUALITIES AND FLAVOR..

Boutique Listing
Requested
Retail Price: \$89.95
(LBB paid to Repack)

