

THE 2018

# HOLIDAY

## MERCHANDISING GUIDE

Each year, *Beverage Dynamics* collects the latest information about new products released for the holidays, as well as special packaging, value-adds and other merchandising strategies to entice holiday shoppers. Contact your local wholesaler for more information about obtaining these special holiday items for your store.

### ABSOLUT LIMITED EDITION BOTTLES

Absolut vodka is releasing three limited-edition sequin bottles – Silver for the original vodka, Red for Absolut Grapefruit and Green for Absolut Lime. The MSRP for these holiday bottles has an **SRP of \$19.99 for 750-ml.**



### VINEBOX TWELVE NIGHTS OF WINE

This advent calendar contains 12 glasses of wine from around the world curated for the holiday season. Ten boxes also contain a “golden bottle” which gives the winning consumers a year-long complimentary Vinebox subscription. **SRP is \$129.**



### WHISTLEPIG PARLOR SKIS

WhistlePig Rye Whiskey and Parlor Skis have created a limited-edition set of skis for the upcoming holiday season. The bespoke skis are custom designed and include the Bos Hog V: The Spirit of Mauve logo. **SRP of \$2,000** for the skis, which come with a bottle of The Bos Hog V.

### DIAGEO ANNUAL RARE SCOTCH WHISKIES

Diageo's annual Special Releases Collection for 2018 includes ten whiskies sourced from distilleries across Scotland, including three available only in the U.S. market. The collection includes:

- Caol Ila Unpeated 15-year-old
- Caol Ila 35-year-old
- Carsebridge 48-year-old
- Inchgower 27-year-old
- Lagavulin 12-year-old
- Oban 21-year-old
- Pittyvaich 28-year-old
- The Singleton of Glen Ord 14-year-old
- Taliskier 8-year-old
- Cladach



Cladach is a blended single malt consisting of whiskies from six coastal distilleries. The word means “shoreline” in Gaelic. SRP for the special releases is up to **\$549 for a 750-ml. bottle.**



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### HIBIKI HARMONY HOLIDAY GIFT PACK

This limited edition bottle from Beam Suntory celebrates the 30th anniversary of the Hibiki brand. The bottle design is inspired by a traditional kimono pattern. It's available for a **SRP of \$100.00 for a 750-ml. bottle.**



### COOPER & THIEF CELLARMASTERS GIFT PACK

Cooper & Thief Cellarmasters is releasing a limited-edition red wine blend holiday pack. It includes a 750-ml. bottle of the brand's 2016 red wine blend, two cocktail recipes and two whiskey glasses. The wine is aged for three months in ex-bourbon barrels. The gift pack has a **SRP of \$29.99.**



### BARENJAGER HONEY LIQUEUR GIFT PACK

The Niche Imports brand is releasing a gift pack that includes a 750-ml bottle of the brand's signature honey liqueur and a branded beer glass. The pack instructs consumers to pick a beer (wheat suggested), add a shot of Barenjager, and enjoy.



### FESTIVE BOTTLES FROM BAILEYS

The Diageo cream liqueur brand is releasing three holiday-themed bottles, labeled as "Feliz Navidad," "Happy Holidays" and "Seasons Treatings." **SRP is \$24 per 750-ml. bottle.**

### GLASS CUFFS

Tech company Toast is offering customizable leather cuffs for pint glasses. The cuffs are made to order in Portland, Oregon and come in a range of colors and designs. **SRP is \$24.00 each.**

### RUMCHATA HOLIDAY MERCHANDISE

Agave Loco is releasing two holiday options for its rum cream brand.

The RumChata themed box gift set includes a 750-ml. bottle of RumChata and two Shot-A-Chata shot glasses, which are split into two chambers so consumer can combine RumChata with another spirit, beer or soft drink. **SRP is \$19.99.**

The MiniChatas holiday coffee mug is a festive, 20-oz. ceramic mug filled with eight 25-ml. peel-top cups filled with RumChata. **SRP is \$9.99.** Leather Pint





## MAKER'S MARK HOLIDAY ITEMS

Maker's Mark has released three special-edition products for the holidays this year. One of the brand's two gift set contains a bottle of bourbon with ornaments, while the other contains a 750-ml. bottle with two rocks glasses. SRP is \$24.99 each. Maker's Mark also released a commemorative bottle celebrating Justify's Triple Crown win in 2018. Sales from the bottle benefit charitable causes, and it has a **SRP of \$59.99**.



## SPEYBURN 10-YEAR-OLD GIFT SET

Granty Burn, a hidden stream in a Spey valley, was discovered by John Hopkinds in 1897. Speyburn remains the only distillery to draw its water from this stream, which produces pure water. This value-added pack contains a sample of that source water, along with a 750-ml. bottle of the Speyburn 10-Year-Old Single Malt.



## TIPPY COW PEPPERMINT BARK

Tippy Cow Rum Creams from Midwest Custom Bottling is expanding its line of nostalgic flavors with a seasonal bottling of peppermint bark. It's a blend of the flavors of white chocolate, dark chocolate and crushed candy cane with Caribbean rum and dairy cream. **SRP is \$14.99 for a 750-ml. bottle.**



## JOHNNIE WALKER BLUE LABEL GHOST & RARE PORT ELLEN

This new release offers the opportunity to savor whiskies from closed distilleries whose stock of "ghost" whisky lives on. **SRP is \$349.99 for the 750-ml. bottle.**



## BROCKMAN'S HOLIDAY GIFT CARTON

Brockman's is bringing back its holiday gift carton for 2018, designed to mirror the brand's elegant, tactile bottle with a dark design. The holiday packaging is available for an **SRP \$34.99 for a 750-ml bottle.**



## CHANDON SWEET STAR ALUMINUM MINI

Chandon California Sweet Star is a sparkling blend of chardonnay and pinot noir. For the first time in the winery's history, they have debuted aluminum packaging for this cuvee, in packs of 24 bottles. The set of minis has a **SRP of \$195**.

