



HOW TO SAVE A BUNDLE ?

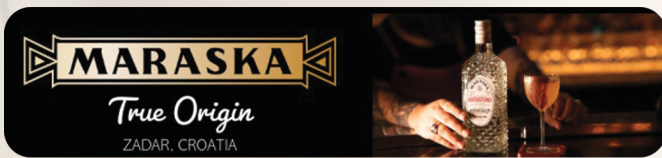
Why switch to the original Dalmatian Coast brand, Maraska

- ✓ **Authentic Croatian Heritage** – Produced where Maraschino was born
- ✓ **Superior Quality** – 100% natural, smooth, balanced flavor
- ✓ **Authenticity** from the birthplace of the marasca Maraschino cherry
- ✓ **Better Value** – \$15 less per bottle on average
- ✓ **Better Margins for on premise** ✓ **Perfect for Cocktails (A great modifier)**
 - Aviation, Last Word, Hemingway Daiquiri, and more

Authentic Taste. Better Price.

Maraska Maraschino Liqueur – crafted in Croatia, the birthplace of Maraschino, and priced to help your bar program shine.

SAVE AVERAGE \$15 PER BOTTLE COMPARED TO LUXARDO!



- ✓ **1. Authentic Croatian Heritage**
 - **Origin:** Maraska is produced in Zadar, Croatia, the birthplace of Maraschino liqueur since the 16th century.
 - **Legacy:** Crafted using the original marasca cherry, delivering the most authentic flavor profile.
- ✓ **2. Superior Quality & Traditional Recipe**
 - **100% Natural Ingredients:** Made from hand-selected marasca cherries, no artificial flavors or additives.
 - **Small Batch Production:** Ensures consistency, purity, and rich cherry essence.
 - **Smooth & Balanced:** Offers a refined sweetness and delicate almond finish, perfect for premium cocktails.
- ✓ **3. Better Value Without Compromising Quality**
 - **Price Advantage:** On average **\$15 less per bottle than Luxardo**, providing exceptional value for both bars and retailers.
 - **Higher Profit Margins:** Distributors and on-premise accounts enjoy greater ROI without sacrificing quality.
- ✓ **4. Cocktail Menu Flexibility**
 - **Classic & Modern Cocktails:** Essential for drinks like the Aviation, Last Word, Hemingway Daiquiri, and upscale craft cocktails.
 - **Consistent Flavor:** Maintains drink integrity across large-scale programs and craft bars alike.
- ✓ **5. Heritage Brand with Global Recognition**
 - Maraska is a historic name in the liqueur world, trusted by bartenders for generations.
 - Supports **premium positioning** for cocktail programs with authentic storytelling.
- ✓ **6. Strong Support for the Trade**
 - **Competitive Pricing + Marketing Support** = Easier sell-in and faster depletion.
 - Better economics for **cocktail menus**, reducing program costs compared to Luxardo.