



## 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.