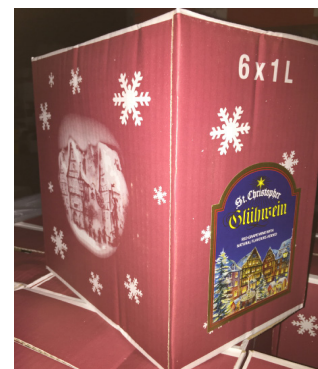


# St. Christopher Gluhwein

## Printed Cases



## Key Factors

### #1 Winter SKU

St. Christopher Gluhwein is a seasonal item which peaks nationally in Winter. St. Christopher Gluhwein is the leading Gluhwein in the United States, present throughout ski resorts, military bases and Christmas Markets around the country.

### Brand/Package

Our Brand Identity has been built around our quality, traditional packaging and the overall display that can be created with our printed cases.

### Price Point

St. Christopher defines value, very competitively priced against any competitors in the market. Delivering a better quality and a more nostalgic experience at a better price.

## Customer Advantage

### Experience

Create a unique consumer experience by offering a the well known European Tradition of Gluhwein! An Alternative & nostalgic item that has the ability to sell itself.

### Volume

Given the Holiday Spirit, peak months (OND) and the seasonal relativity, St. Christopher is a volume item with quick turnover.

### Seasonal Inventory

St. Christopher Gluhwein comes in 6 packs and is a NV item. This allows for a very easy inventory control for retailers. Seasonal Inventory allows gives the retailers or restaurant a relative beverage option for the winter creating a more unique and intriguing atmosphere.

## About St. Christopher Gluhwein



1. Display Ability (Volume)
2. Brand Recognition
3. Price Point
4. Creating a true holiday experience

"Hot spiced wine, with hints of spices and cloves. Serve warm in a mug with friends to warm up any cold winter night!"

## Gluhwein Pricing

St. Christopher

	SRP	Post Off
Gluhwein	\$8.99	\$5.99