

THE ICE CREAM BAR™

Blend's®

It's Too Good to be Called "Ice Cream"

Introducing *five to ten proof Blend's®*
100 mL *single-serve cups* in
Classic Ice Cream Drink Flavors.

- **Blend's® makes the classic ice cream drink convenient:** Uses the same recipes as America's finest bars and restaurants - quality liqueurs and liquors in rich, super-premium ice cream. While it looks like ice cream, the ATF says it isn't because it's intoxicating. The ATF and FDA have classified Blend's® as distilled spirits.
- **Preferred Taste and Texture:** Ready to eat or blend, Blend's® is hard like ice cream, but because Blend's® is intoxicating it can only be sold where liquor is sold. Classic and Nouveau specialty flavors make Blend's® one-of-a-kind, delivering consistent taste, appearance and quality that your customers will love - and will come back for again and again!
- **Easy Storage and Easy Handling:** Blend's® are handled just like ice cream and can be merchandised in a regular ice cream freezer. Blend's® is a dynamic new distilled spirits product that will bring new dollars and customers into your stores. Ask your Blend's® Representative about the exciting merchandising opportunities available for your stores.



actual size

The Classic Ice Cream Drink. . . Made Convenient.®

*The United States Department of Treasury, Bureau of Alcohol, Tobacco and Firearms (ATF) and the U.S. Food and Drug Administration (FDA) have classified Blend's® as a distilled spirits speciality because Blend's® is intoxicating. Blend's® is required to pay Federal Excise Tax and State Excise Tax for distilled spirits.

Incremental Volume, Sales and Profits... from Distilled Spirits!

Blend's® are the Distilled Spirits Revolution that will Grow the Category.



*In Classic
Ice Cream Drink Flavors*

Retailer Benefits:

- **HUGE SALES POTENTIAL** - Ice Cream is an 19.4 Billion Dollar Growth Industry. The USDA reports that every person in America consumes 5 gallons of ice cream annually. Blend's® is unique, one-of-a-kind, the only intoxicating ice cream in the world! Isn't it time you start growing your distilled spirits section, too!
- **HIGH PRICE POINTS DELIVER HIGH PROFITS** - With high SRPs, year 'round special occasion sales, traditional peak sales period (May - September), and Holiday sales (October - January), Blend's® are your highest volume, high profit producers!
- **INCREMENTAL VOLUME AND NEW CONSUMERS** - As a growing new category, Blend's® brings new consumers and dollars into your stores for incremental volume and sales gains. Once in your stores these new customers are likely to make additional planned and impulse purchases.
- **BLEND'S® IS GROWING THE DISTILLED SPIRITS CATEGORY** - By creating a new usage for distilled spirits, many consumers will be tasting liqueurs and liquors for the first time, and in the very favorable mix medium of ice cream. Blend's® is creating a new consumer appreciation for the taste of distilled spirits - it's a distilled spirits revolution!

Consumer Benefits:

- **BLEND'S® ARE UNIQUE** - Focus group research showed that 100% of all group members would buy this new product and 100% would go to a liquor store to purchase Blend's®! Primarily consumed solid like ice cream; a scoop in a dish or as a cone, Blend's® can easily be blended into a delicious ice cream drink.
- **BLEND'S® ARE CONVENIENT** - The portion controlled single serving cup is ready to eat or blend smooth with a spoon - contains all liqueurs and liquors. Blend's® comes in all the classic ice cream drink flavors and nouveau specialty flavors - there is a favorite for everyone!
- **BLEND'S® OFFERS THE CONSUMER AN EXCELLENT PRICE/VALUE** - An eight-ounce Blend's® drink represents an outstanding consumer value when compared to established drink prices: contains all liqueurs and liquors in rich, super-premium ice cream.
- **THE PREFERRED TASTE AND TEXTURE** - Taste-testing proved that all respondents enjoyed Blend's® alcohol based ice creams and ice cream drinks - and when they tasted their favorites, they rated them as excellent!

PRODUCT FACTS

Case Size	36 - 100ml.
Weight	7 lbs., 10 ozs. / Case
Cubic Displacement	.42 cubic ft. / Case
Case Dimensions	5 3/4" h x 13" l x 9 3/4" w
Package Dimensions	1 15/16" h x 3 3/16" l x 3 3/16" w
Cases Per Layer	11
Layers Per Pallet	10 - 60" high
Cases Per Pallet	110
Pallet Weight	839 lbs.

PROFIT PLANNER

Case Cost	_____
Allowance	_____
Net Case Cost	_____
Net Unit Cost	_____
SRP*	_____
%Profit / Case	_____
SUGGESTED ORDER	_____
TOTAL \$ PROFIT	_____

*Join the Distilled Spirits Revolution...
Order Blend's® for a Sure Profit Victory!*

