



1st June 2022

**F&B Manager/Director**

Dear Sir/Mam

We are writing to you to let you know the fantastic news, the Philippines now holds the prestigious title of "World's Best Cream Liqueur" for our world first Ube Cream Liqueur.

This is a first for our great country and something we should all celebrate. Finally the Philippines has arrived on the world stage for spirits production.

To help our great country celebrate this achievement we want the whole Philippines to try this product, we've decided to roll out a national cocktail with a nationwide cocktail program.

The cocktail chosen is the Ube Cream Mudslide, A delicious mixture of Ube Cream Liqueur, Dark Rum, Coconut Milk, hint of Muscovado, topped with Toasted Palawan Cashew and Coconut.

Ube Cream Fiesta

- 60ml Ube Cream Liqueur
- 30ml Dark Rum
- 20ml Coconut Milk
- 30ml Fresh Milk
- Brown Sugar
- Toasted Cashew and Coconut top.

Layered over ice in a highball

The Cocktail has been made by the countries leading mixologist and brand ambassador Kalel Demetrio.

We are happy to provide training in all major cities to your bartenders to create this national cocktail.

As part of the promotion we would like to provide table talkers to help inform guests of the promotion, the table talkers will have photos of the bottles, photos of the cocktail and QR codes to drive customers to a special menu for the cocktail.

We will be giving you one bottle to start this promotion. Our social media pages will announce the availability of this cocktail in your outlet once you launch. Our target day for launching is on June 1st.

We hope that this this will take off as the Philippines national cocktail. Think Singapore Sling - Singapore, Margaritas - Mexico, Aperol Spritz - Italy, Mojito - Cuba and now we have the "Ube Cream Fiesta - Philippines"

See next page for costing and profit potential.

## Ube Cream Fiesta costing

### Ube Cream Fiesta

60ml Ube Cream Liqueur. 900php = 700ml / 11.6 serves per bottle = 77.5php

30ml Dark Rum. 150php = 700ml / 35 serves per bottle = 4.28php

20ml Coconut Milk. 75php = 400ml/ 20 serves per can = 3.75php

30ml Fresh Milk. 110php = 1L / 33 serves per bottle = 3.33php

Brown Sugar. 35php = 500gm / 100 serves per bottle = .35php

Toasted Cashew. 115php = 80gm / 60 serves per pack = 1.91php

Toasted Coconut. 55php = 220gm / 180 serves per pack = .30php

Total price for raw materials = 91.42php

Depending on your company target beverage cost %

Assuming 30% as an industry average =  $91.42\text{php} / 300\text{php} \times 100 = 30.4\%$

Profit per bottle =  $208.58 \times 11.6$  cocktails per bottle = 2,419.52php

Per Case profit =  $2,419.52 \times 12 = 29,034\text{php}$ .

Bellow is a sample of the flyer that will be displayed on either the bar top or every table, the more exposure the more potential profit your bar receives. Remember this is the first time the Philippines has ever won an award of this magnitude and it was already hugely popular before this. The QR codes drive customers to a cocktail menu page that we can show your adjusted pricing and logos on the page.

See next page for sample qr code menu landing page.



# Ube Cocktails

## UBE Cream Fiesta

A violet glorious mudslide concocted with Ube Cream Liqueur™, Dark Rum, Coconut Milk, hint of muscovado, topped with toasted Palawan Cashew and toasted coconut

300php



## UBEst I ever had

Simplicity at its best, spirit forward goodness concocted with Ube Cream Liqueur™, Bourbon and Malibu coconut rum, rimmed with with powdered coconut.

300php



To arrange a sample bottle and your Bar training please email me. The training can take place in either Metro Manila or Boracay island right now and other cities from next month.

We can setup your bar as a wholesale customer and its possible to do reordering directly through our online store for same day delivery in Metro Manila and Boracay island.

We thank you for your interest and continued support of craft spirits in the Philippines.

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