



ABOUT DEKUYPER®

For generations, DeKuyper® cordials have been made as a labor of love. The word cordial derives from the Latin “cordialis”, meaning “of or from the heart”. Since expanding to the US, DeKuyper® has grown to become the #1 name in domestic cordials.¹

CORDIALS CATEGORY

With more people making cocktails at home, cordials are in high demand. Currently the 6th largest Spirits category in the US, Cordials shoppers have high basket rings & high store spend driven by high cross-purchase Interactions across multiple types of base spirits.²

PRODUCT DETAILS

Sizes: Please refer to specs for available sizes by variant

Proof: Please refer to specs for proof by variant

Suggested Pricing: DeKuyper® is the “gatekeeper” on the value end of the cordials spectrum (recommend pricing above lower-end competitors); All primary schnapps/liqueurs are suggested line-priced at \$9.99 or \$1 above #2 brand



¹Source: Nielsen, TTL AOC+, 9L EQ Sales and % Chg, 52wks Ending 10/03/20

²Source: Nielsen Total US xAOC Liquor Plus + C-Store – 52 weeks ending 10/03/20

³Source: Numerator Insights L52 week ending 10/03/20



PRIORITY VARIANTS & COCKTAIL STRATEGY

"GPS"	"GPS" COCKTAIL	DEKUYPER® "GPS" VARIANT OF FOCUS
GROW	Specialty Margarita	<ul style="list-style-type: none"> Blue Curacao Watermelon
	Sangria	<ul style="list-style-type: none"> Watermelon Peachtree
	Old Fashioned	<ul style="list-style-type: none"> Classic Ol' Fashion
PROTECT	Traditional Margarita	<ul style="list-style-type: none"> Triple Sec
	Mojito	<ul style="list-style-type: none"> Peachtree
SAVE	Martini	<ul style="list-style-type: none"> Watermelon Sour Apple Buttershots
	Pina Colada	<ul style="list-style-type: none"> Sour Apple
	Daiquiri	<ul style="list-style-type: none"> Triple Sec Watermelon
	Seasonal Hot Chocolate/Patty Shot	<ul style="list-style-type: none"> Peppermint



OVERCOMING OBJECTIONS

- DeKuyper® is trusted by bartenders for our wide range of quality liqueurs
- DeKuyper® is committed to providing spirits of the highest quality with no high fructose corn syrup

Find out how to make these cocktails and many more at TheCocktailProject.com

COMMERCIAL SUPPORT



POS & SAMPLING PROGRAMS



COMPETITIVE TASTING & BARTENDER TOOLKITS



TRADE ENGAGEMENT PROGRAMS

SUGGESTED SHELF GUIDELINES

As the leading domestic cordial brand, DeKuyper® should have premier placement amongst all domestic cordials and be positioned on the best shelf vs brands like Hiram Walker®, Arrow®, Bols®, private labels, etc.

The DeKuyper® shelf should contain the best-selling DeKuyper® SKUs in your market and adhere to the GPS strategy wherever possible.

The lower shelves should be devoted to other DeKuyper® fruit flavored schnapps, along with traditional bar essentials within the family.