

VERY SPECIAL
V S

BRANDY

S O L E R A R E S E R V E



THE STORY

With over 40 years of experience in the wine and spirits industry, two friends combined their industry expertise with their passion for great brandy to create BUMP. They spent two years testing and tasting the formula to make sure it was to perfection.

With a sophisticatedly smooth taste, unique packaging, locally owned and soon to come national advertising, BUMP is destined to become the nations best selling Brandy.

A sophisticatedly smooth brandy, made from Sauvignon Blanc and crafted in the European style. Aged in oak barrels, BUMP VS will become an award-winning favorite with a rich amber glow, and slightly sweet taste profile featuring notes of caramel and vanilla.



Brandy Sales vs Celebrating Fun

Celebration Drives Sales:

Social gatherings & parties increase brandy consumption

Nightlife, music, and beach settings enhance brand appeal

Shared experiences = higher purchase frequency

Emotional connection (fun, energy, culture) boosts brand loyalty

Position brandy as the drink of celebration moments



Fuel the Game: Brandy Meets Sports Energy

Connect high-energy sports moments with bold, premium brandy experiences.



- Sports events increase alcohol sales by ~20–30% during major games
- Premium spirits (including brandy) see higher growth in VIP & stadium experiences
- Game-day gatherings drive higher consumption of cocktails (Brandy-based drinks rising)
- Cross-promotion with sports boosts brand recall by over 40%
- Seasonal spikes: Football & basketball seasons show strongest sales lift
- Younger audiences engaging through sports marketing increase long-term brand loyalty

BUMP Brandy Cocktails: Celebrate the Moment

Perfect for the club, beach days, celebrations, and unforgettable experiences.



Top Cocktails & Experiences:

*BUMP Brandy Alexander – Creamy & indulgent
(BUMP Brandy, crème de cacao, cream)*



*BUMP Sidecar – Bright & citrus-forward
(BUMP Brandy, orange liqueur, lemon juice)*



*BUMP Pisco Sour – Refreshing & frothy
(BUMP Brandy, lime, syrup, egg white, bitters)*



*BUMP Vieux Carré – Bold & complex
(BUMP Brandy, rye, vermouth, Bénédictine, bitters)*



*BUMP Old Fashioned – Sweet & classic
(BUMP Brandy, sugar, bitters, fruit)*



Bump Brandy 200ml & 375ml – Louisiana Talking Points

1. Built for Louisiana Buying Behavior
Louisiana over-indexes on convenience stores, independent retailers, and grab-and-go purchases. Smaller formats match how consumers actually shop: quick stop, immediate consumption, and cash-friendly price points.
Sell line: These sizes meet the consumer where they're already buying.

2. High-Velocity "Pocket Price" Entry
200ml: Perfect trial size with low risk, ideal for single serve and pre-game occasions, strong for cash purchases under \$5.
375ml: "Tonight bottle" – great for couples or small gatherings, bridges the gap between trial and full-size.
Distributor angle: These sizes remove price barriers and accelerate trial → repeat → trade-up.

3. Convenience Channel Gold
200ml & 375ml are core drivers in c-stores and liquor drive-thrus.
Louisiana's drive-thru daiquiri and late-night culture make these formats a natural fit.
Opportunity: Perfect SKU for cold box, counter placement, and impulse racks.

7. Incremental Sales Driver
These sizes bring in new buyers and capture occasions where 750ml isn't practical, driving higher total transactions and purchase frequency.
Distributor takeaway: Incremental revenue, not just smaller bottles of the same sale.

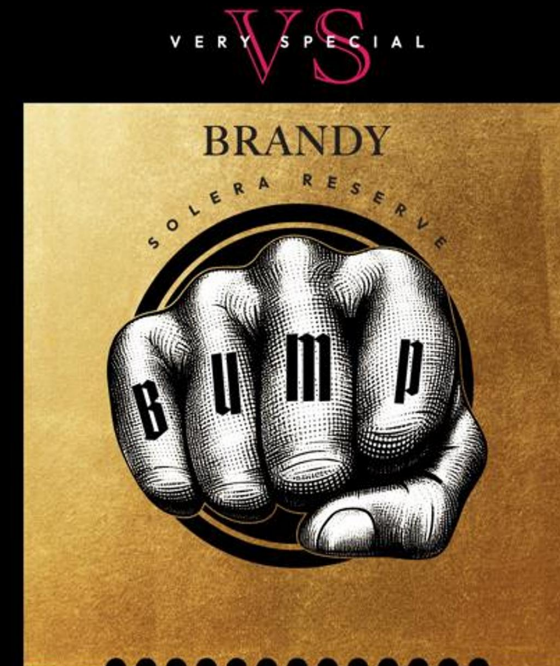
6. Urban & Nightlife Ready
Strong fit for New Orleans, Baton Rouge, and college markets. Ideal for pre-game, bar hopping, and festival occasions.
Insight: Smaller formats thrive where mobility and price matter most.

5. Strong Mixability = Immediate Use
Consumers buying these sizes are drinking immediately and mixing simply (Sprite, Coke, juice).
Execution idea: Cross-merchandise with 20oz sodas or juice bottles.
Sell line: This isn't a pantry item—it's a same-day consumption driver.

4. Competitive Set Advantage
Competes with E&J and Paul Masson while offering a more premium feel and provides a better value alternative to higher-priced Brandy's.
Positioning: Premium feel vs value brandy, better price vs cognac.

8. Merchandising Wins
Best placements include countertop racks (200ml), cold box singles, and endcaps in independents.
Execution tip: Eye-level placement near checkout drives impulse and increases turns.

Closing Pitch
Bump Brandy 200s and 375s are built for how Louisiana drinks—on-the-go, price-conscious, and ready-to-mix. These are high-frequency, high-velocity SKUs that drive trial, impulse, and repeat business across convenience and independent retail.



**TRANSFORMING CHAIN
PRESENTATION BOXES**



CHAINS ON THE BUMP TRAIN





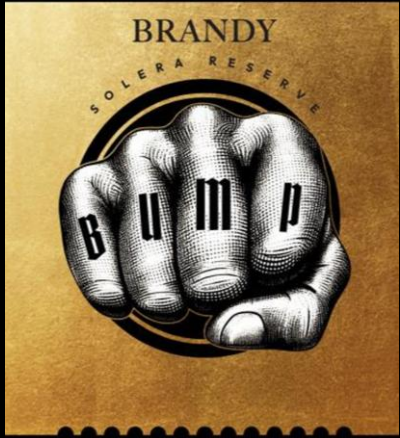
Bump 200ml

- 24 pk case
- **UPC 8-60014 03479-4**
- **SRP \$2.99 or 2 for \$6.00**
- 30% retail markup

Bump 375ml

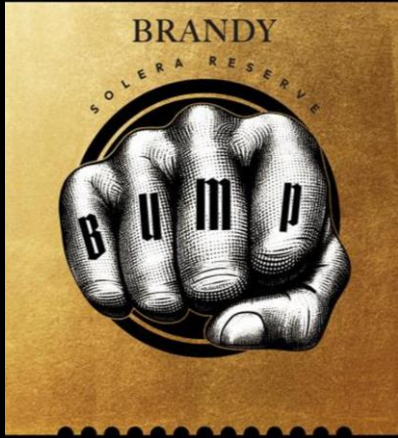
- 24 pk case
- **UPC 8-60014 03478-7**
- **SRP \$5.49**
- 30% retail markup

VERY SPECIAL VS



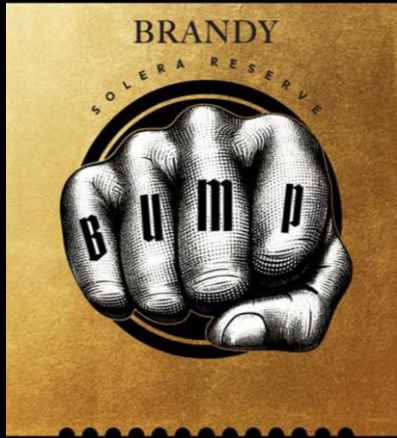
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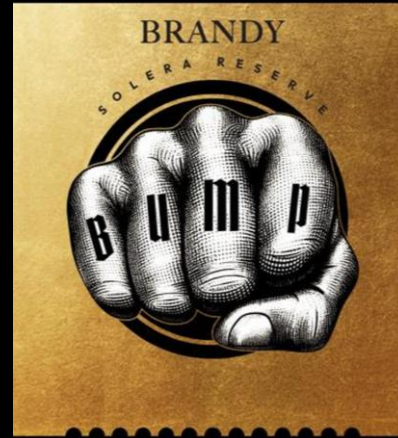
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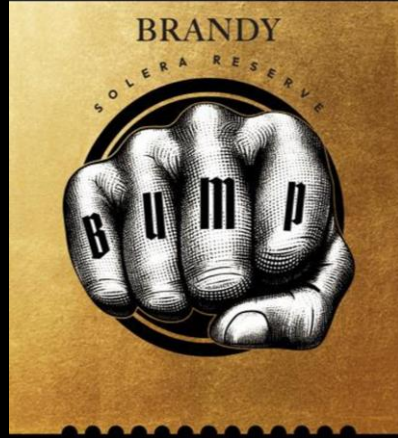
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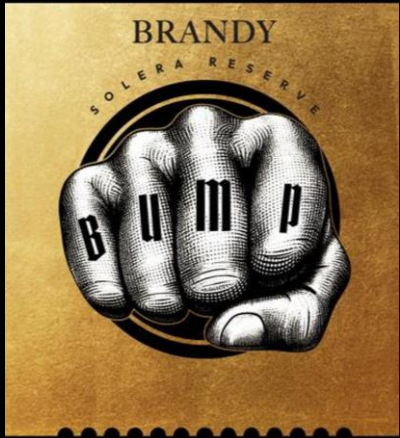
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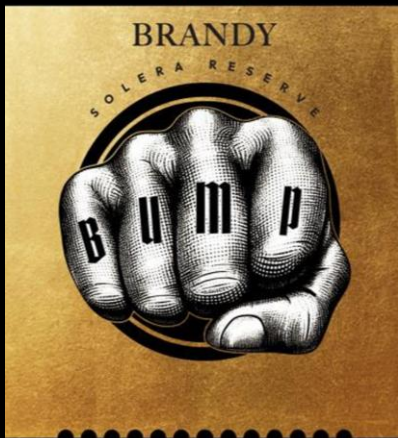
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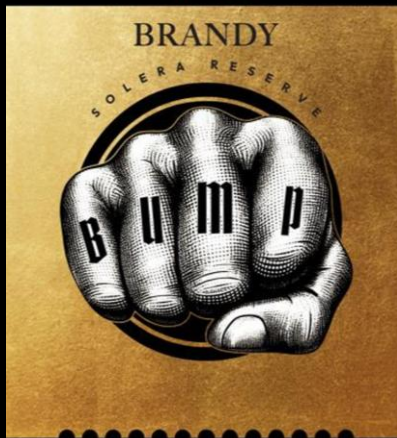
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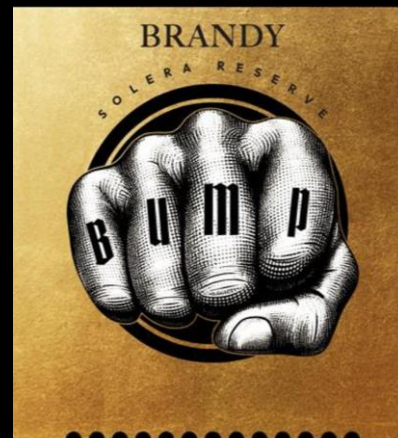
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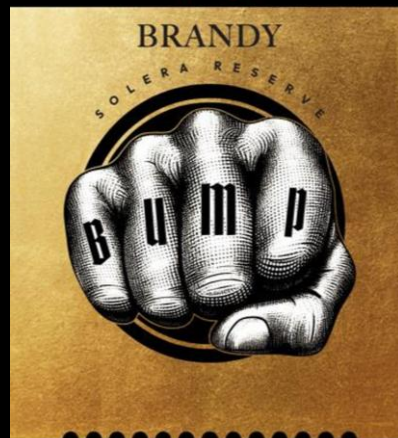
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THANK YOU FOR YOUR SUPPORT!