

Tip, Tap & Top

*The complete on-tap select and fill system for
Liqueurs and Spirits*

From MarRon Liqueurs



Offer your customers the opportunity to taste our exciting range of artisan made liqueurs and spirits before they buy.

They select from an attractive range of glass bottles, (or re-fill their own bottle), with the option of having the bottle personalised and gift wrapped.

You are able to get a premium return with regular return sales and cross-selling opportunities within your store.

All in a **Complete Package** with everything necessary to make those sales.

All at NO INITIAL OUTLAY for our *Standard Package*.

Pay only for what you sell!

We know retail space is sometimes a limiting factor and our **standard system** is flexible to fit any retail space and can be accommodated on much less than a 1m x 1m table.

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So how does it work?

Customers showing interest are invited to taste up to 3 of the products for an (optional) 50p deposit, refunded on purchase.

A staff member taps off a small (< 1cl) sample which the customer tries whilst the staff member (using the information from the training session) discusses the experience with the customer.

Having selected a product they choose a bottle type and size which is filled by the staff member, who seals the bottle and offers personalisation and or gift wrapping for a small extra charge.

This can all be achieved within 2 to 3 minutes.

How profitable is it?

Experience has shown that customers value the service and are willing to pay in the range £6 £7 per 100ml bottle; (£5-£6 per 100ml, on refill), for liqueurs; 50p to £1 more for spirit drinks. Our prices, given below, are equivalent to £2 per 100ml or less giving a generous POR .

Indicative prices include delivery mainland UK, and exclude VAT

	2L	5L
Liqueurs	£40	£95
Spirit Drinks	£44	£105

Bottles, bags etc are priced individually and we pass these on at cost plus a small handling charge.

Our aim is to build up a regular customer base for you.

We are happy to build on the initial staff training, provide sales advice and, whenever possible, take part in promotional tasting events in store.

To find out more

Call Ron on 01673 818478, email sales@marronliqueurs.co.uk or visit our website <http://www.marronliqueurs.co.uk/tip-tap-top>

We supply

The dispensers and a clear lockable display cabinet for security.

Your selection of liqueurs and spirit drinks from our popular and proven extensive range,

Your selection of bottles, closures and everything to tag and bag,

Full product training for retail staff, and continuing sales support from a dedicated account manager

This costs you **ZERO, ZIP, nothing** to get started

with our *Standard Package*

You pay only for what you use or sell (payable on re-ordering), plus a £25 per month rental fee (waived for the first 3 months) and which includes continuing sales support.

Standard Package

3 x Dispensers of your choice
A clear lockable display cabinet
3 x 2L of liqueurs/spirits of your choice
10 x 100ml bottles of your choice
10 x 200ml bottles of your choice
4 x 500ml bottles
2 x (3 x 250ml) stacking bottles
2 x bottle bags
10 small gift bags
10 medium gift bags
Tags to match liqueur/spirit choice
Glass writing pen
Closures to match bottle choice
In store staff training
Continuing sales support
Help with product launch

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Premium Package(s)

Silver (6 x 2l)

Standard package x 2

£300 (includes 12 month rental fee)

Gold (9 x 2l)

Standard package x 3

£500 (includes 12 month rental fee)

Further multiples of the *Standard Package* @ £200 each

You can start with the *Standard Package* **at no initial outlay** and add as your business builds

RRP Guide

Liqueurs £6 to £7 per 100ml
Spirits £6.50 to £7.50 per 100ml

Example

100ml swingtop	£1.50
100ml @ £6 per 100ml	£6.00
Gift bag	£1.00
Personalisation	<u>£0.50</u>
	£9.00

Sales less VAT	£7.50
Cost to retailer	
100ml swing top	£1.00
100ml liqueur	£2.00
Gift bag	<u>£0.75</u>
	£3.75

Gross profit £3.75

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