

# Dierbergs Red Christmas Program/Rein"Deer" Program

**NOVEMBER/DECEMBER**

## BRANDS

- LEAD – Jim Beam Family/Makers Mark Family
- Option to bring in Premium + Bourbon if account needs a more well-rounded approach
  - Maker's Mark
  - Jim Beam
- Jim Beam and Maker's on POST OCT/DEC – for best pricing order end of Oct and hold through to December

## IDEA

- Pull in Deer or Christmas Tree and decorate for start of outdoor season/Holidays
- For the Deer Program we would re-decorate from hunting season to Christmas after November
- Dealer Loader of Red Tree or Deer Stand for store to utilize at its own discretion

## # OF STORES

- 15 (Dierbergs) – 30 case minimum
- Jim Beam and Makers Family

## OVERVIEW

- Sampling/Activation – for each store that participates
  - Dates/Times to be selected within Nov/Dec window 3hr activation
- Encompasses all sizes to create
- All SKUs, All Sizes, Mix and Match Bourbon



48in Height

**GARLAND AND GIFTS WITH BRANDED WRAPPING PAPER**

**DEER STAND WITH INTERCHANGABLE POS FOR THE HOLIDAYS**

PRINT POS AVAILABLE

