

Maker's Mark Holiday Dinner

8/10/2023

BRANDS

1. Maker's Mark Family

1. Maker's Mark Original
2. Makers Mark Private Selection (3 SKUs)
3. Maker's Mark BEP

IDEA

- Take the multitude of SKUs we have in our Schnucks Retailers and bring people in to pair our highlighted brands with some fantastic food and give people the opportunity to purchase some allocated items
- Try our wood finish product side by side with 3 private selections to highlight the program and how each individual selection is different
- Our buyer was in attendance – selector of 3 private selections on site
- Bring in a Maker's Ambassador (Tone' Castillo) to do the presentation and walk through the educational background of Maker's and our Wood Finishing products

OF PEOPLE & SALES

- **81 people (LARGEST EVER SPIRIT DINNER)**
- **TOTAL SALES – 67 PREMIUM BOTTLES**

Schnucks

