

PASMOSA® PREMIUM SANGRIA



RED

50% Tempranillo / 50% Grenache

A splashy, delicious mouthful of cherries and juicy pomegranate is spiced with sage, jasmine and a hint of basil.

91
POINTS

THE **tastingpanel**
MAGAZINE



ROSÉ

Blend of Grenache

Wild raspberry, luscious strawberry, watermelon and a spice rack of Italian herbs make up the pleasurable palate of this Grenache-based drink.

90
POINTS

THE **tastingpanel**
MAGAZINE



WHITE

White Varietal Airén

This blend of Spanish variety Airén, essences of fruit, and natural sugar is tart and medium-bodied with notes of mandarin orange, dried herbs and honeyed apricot.

90
POINTS

THE **tastingpanel**
MAGAZINE

Eighteen wineries chose Pasmosa Authentic Sangria over making their own!
Pasmosa customers have served over 5 million glasses of Sangria.
 20-liter Keg = 112 pints of sangria. Average net return = **\$1600** per keg / **\$16 BTG**

The Numbers Don't Lie: Authentic Handcrafted Spanish Sangria Matters. The Proof Is in the Results!

Our close rate exceeds **75%** when consumers sample Pasmosa, with many purchasing one or more bottles to take home. A common remark from customers is, "I used to make my own sangria, but it was never this good!"

In every restaurant and bar we've partnered with, sales have doubled to quadrupled compared to making their own sangria. For example, a craft bar in Southern California used to serve an average of 400 homemade glasses per month, but now **they sell 1,100 glasses a month with Pasmosa.**

One Southern California winery made 1,200 glasses of homemade sangria, costing \$3 per glass. After converting to Pasmosa, the cost dropped to under \$2 per glass, and they now sell on average 3,500 glasses a month at \$16 each. **Pasmosa is their #1 selling product, outpacing over 120 wines and a full bar.**

We currently sell to 18 wineries across California.

"A customer will only purchase one entree but will purchase a second and third glass of your sangria based on quality and taste; that is the best sangria I have ever tasted."

- Director of Food and Beverage for Applebee's



5-liter BIB



12 x 750 ml bottles
= 9-liter case



20-liter kegs

Kegs and BIBs - Stay fresh six weeks after tapping / 12 months unopened.

*To qualify for double your business, or it is free promotion, you need to show proof you are pouring a minimum of 300 glasses a month of homemade or other brand sangria and allow Pasmosa to put in a menu mention, and staff tasting and promotion.

OFF
PREMISE

PASMOSA® PREMIUM SANGRIA



Case Card 9.075" x 26"



3-Case
Triple Stack
with Case Cards



Counter Sign 8.5" x 11"



Cold Box Door Decals
& Clings 4" x 7"

Store-Front Window Graphic 30' x 6' - Can Be Custom Made



Banner
120" x 18"



Shelf Talkers
3.25" x 5.25"



All point of sale support can be ordered at: www.pasmosamkt.com/sales

750ML BOTTLES / 12 BOTTLES PER 9 LITER CASE / APPROXIMATELY 50 X 177 ml servings = (6 fluid ounces) Mix & Match cases only

CASES	NET CASE COST EACH	COST EACH	1, 3, 10 CASES COST PER DEAL	REVENUE	PROFIT PER DEAL	GP %	MARK UP	GP EACH	SRP
1 - 2 cs	\$116	\$9.67	\$116	\$155.88	\$39.88	25%	33%	\$3.32	\$12.99
3 - 9 cs	\$109	\$9.08	\$327	\$467.64	\$140.64	30%	43%	\$3.91	\$12.99
10 + cases	\$101	\$8.42	\$1,010	\$1,558.80	\$548.80	35%	54%	\$4.57	\$12.99

PARTY BOX Mini Keg 5 LITER BAG IN BOX X 4 = 20 LITERS PER CASE /Aprox 112 X 177 ml = (6 fluid ounces) per case Mix & Match cases

CASES	NET CASE COST EACH	EQUIVALENT 750ml btl cst each	NET COST PER DEAL / EACH	REVENUE	PROFIT PER DEAL	GP %	MARK UP	GP EACH	SRP
1 - 2 cs	\$210	\$7.88	\$196 / \$49 BIB	\$280.00	\$70.00	25%	33%	\$17.50	\$70.00
3 - 9 cs	\$195	\$7.31	\$585 / \$48.75 BIB	\$840.00	\$255.00	30%	43%	\$21.25	\$70.00
10 + cases	\$182	\$6.83	\$1820 / \$45.5 BIB	\$2,800.00	\$1,140.00	35%	54%	\$24.50	\$70.00

20 LITERS PER KEG /Approximately 112 X 177 ml = (6 fluid ounces)

KEGS	NET CASE COST PER KEG	EQUIVALENT 750ml btl cst each	NET COST PER DEAL / EACH	REVENUE	PROFIT PER DEAL	GP %	MARK UP	GP EACH	SRP
1 - 2 KEGS	\$195	\$7.31	\$195	\$240.00	\$45.00	19%	23%	\$45.00	\$240.00
3	\$165	\$6.19	\$495	\$720.00	\$225.00	31%	45%	\$75.00	\$240.00

DISTRIBUTED BY:

PASMOSA®
PREMIUM SANGRIA