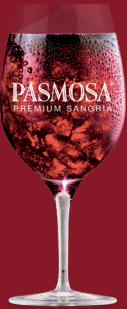


PASMOSA® PREMIUM SANGRIA

We will double your existing Sangria business in 30 days, or it is 100% FREE*



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:

Craft cocktail bar: Homemade AVG 300 BTG a month for 9 years - Net profit per year = \$50,400

Converted to Pasmosa: In 90 days, averaging 1100 BTG a month - Net profit per year = \$188,385

Southern California winery: Homemade AVG 1200 BTG a month for 8 years - Net profit per year = \$194,000

Converted to Pasmosa: In 90 days, AVG 3600 BTG a month - Net profit per year = \$588,000

White-labeled 1200 cases of 750 ml bottles for wine club - AVG Net profit per year \$400,000

Anthony, the buyer, states, "This is by far the #1 selling product we have out of 100 wines and a full bar!"

Authentic handcrafted Spanish sangria matters. The proof is in the numbers!

"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.

**ON
PREMISE**

PASMOSA® PREMIUM SANGRIA

PAIR WITH THE **PERFECT FLOATER SHOT** or MAKE A SPECIAL DRINK FROM **THESE RECIPES**

LIQUEURS: Grand Marnier, Cointreau, Chambord, St. Germain, Elderflower, Disaronno Amaretto, Jägermeister, or Campari.

Or your favorite brand of **GIN, TEQUILA, RUM, VODKA, WHISKEY or FIREBALL.**



THEY ALL **GO GREAT WITH PASMOSA**

Serve a Sunday Brunch Sangria

- Prep fruit you like to eat on a skewer
- Refrigerate for later
- Put skewer in a glass filled with ice
- Add your favorite Pasmosa Sangria



A Tasty Treat: The Peanut Butter & Jelly Sangria

Simply add a Screwball Peanut Butter Whiskey floater shot to an iced glass of Red Pasmosa Sangria



Introducing... The Cadillac Sangria Margarita

- Blend a margarita and fill a pint glass
- Add 3 oz. Red Pasmosa Sangria
- Add a floater shot of Grand Marnier



COST OF CASES EACH		750ML BOTTLES / 12 BOTTLES PER 9 LITER CASE / APPROXIMATELY 50 X 177 ml servings = (6 fluid ounces) Mix & Match cases only									
CASES	NET COST EACH	1, 3 & 10 CASES COST PER DEAL		BOTTLE EACH COST OR EQUIVALENT	COST PER OZ	COST PER 6 OZ	SERVINGS PER DEAL	BTG \$10	BTG \$12	BTG \$14	BTG \$16
1 - 2 cs	\$116	\$116	1 case	\$9.67	\$0.38	\$2.29	50	\$384	\$484	\$584	\$684
3 - 9 cs	\$109	\$327	3 cases	\$9.08	\$0.36	\$2.15	150	\$1,173	\$1,473	\$1,773	\$2,073
10 + cases	\$101	\$1,010	10 cases	\$8.42	\$0.33	\$1.99	500	\$3,990	\$4,990	\$5,990	\$6,990

COST OF CASES EACH		5 LITER BAG IN BOX X 4 = 20 LITERS PER CASE /Aprox 112 X 177 ml = (6 fluid ounces) per case Mix & Match cases only									
CASES	NET COST EACH	1, 3 & 10 CASES COST PER DEAL		BOTTLE EACH COST OR EQUIVALENT	COST PER OZ	COST PER 6 OZ	SERVINGS PER DEAL	BTG \$10	BTG \$12	BTG \$14	BTG \$16
1 - 2 cs	\$210	\$210	1 case	\$7.87	0.31	\$1.86	112	\$910	\$1,134	\$1,358	\$1,582
3 - 9 cs	\$195	\$585	3 cases	\$7.31	0.29	\$1.73	336	\$2,775	\$3,447	\$4,119	\$4,791
10 + cases	\$182	\$1,820	10 cases	\$6.82	0.27	\$1.62	1232	\$10,500	\$12,964	\$15,428	\$17,892

COST OF KEGS EACH		20 LITERS PER KEG /Approximately 112 X 177 ml = (6 fluid ounces)									
KEGS	NET COST EACH	1, 3 & 10 KEGS COST PER DEAL		BOTTLE EACH COST OR EQUIVALENT	COST PER OZ	COST PER 6 OZ	SERVINGS PER DEAL	BTG \$10	BTG \$12	BTG \$14	BTG \$16
1 - 2 KEGS	\$218	\$218	1 Keg	\$8.17	0.32	\$1.93	112	\$910	\$1,134	\$1,358	\$1,582
3 - 9 KEGS	\$206	\$618	3 Kegs	\$7.72	0.30	\$1.83	336	\$2,742	\$3,414	\$4,086	\$4,758
10 + KEGS	\$195	\$1,950	10 Kegs	\$7.31	0.29	\$1.73	1232	\$10,370	\$12,834	\$15,298	\$17,762

DISTRIBUTED BY:

PASMOSA®
PREMIUM SANGRIA