

HECATE



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Two expressions in the market:

- **HECATE COFFEE:** Sourced coffee beans from a local roaster, using their signature South American dark roast "Pica Pica" blend. We use a three extraction method with Lemon Zest and Organic Cane Sugar to meet our flavor profile. Neutral Spirit.
- **HECATE CACAO:** Certified organic, kosher, non-GMO cacao nibs from Terrasoul, sourced from Ecuador and Peru. We add sustainable Madagascar vanilla beans from LaFaza and Organic Cane Sugar. Made from new make single malt and new make bourbon.

Our Liqueurs work beautifully in cocktails or can be enjoyed neat.

BRAND STANDARDS // OFF PREMISE

DISTRIBUTION PRIORITIES

PRIORITY CHANNELS

- Specialty Bottle Shop
- A Independent
- B Independent
- Specialty Grocery
- Liquor Chain
- Online Retail

PERFECT STORE

- 2 Brand Distribution
- Hecate - Left to right
- Coffee - Cacao
- Adjacencies to Mr. Black/ Dorda Liqueur
- Feature Pricing Ad
- Floor Stack

SHELF STANDARDS

- Eye Level or above, placed with other Premium Liqueurs - \$30+
- Shelf Talker

EXECUTION STANDARDS

PROMINENT PLACEMENT

- Right of Mr. Black & Left of Dorda Liqueurs

FACINGS

- Equal to Mr. Black

UTILIZE POS

- Shelf Talker/Pricing



DISPLAY STANDARDS

LOCATION

- All Hecate Liqueur displays should be located in high traffic, highly visible, shop-able locations. End aisle or perimeter traffic locations provide the best sales opportunities.
- Displays should be placed in highly visible areas, but should maintain enough aisle space so as not to obstruct shoppers.

SIZE

- Display size should mirror the store's scale. I.e., sell larger displays to larger stores, and smaller displays in smaller stores.
- To reflect our premium price point, artisanal positioning, and potential consumer takeout during the promotional period, displays should most often be 3- or 6-cases total, but exceptions can be made if a buyer is willing to go larger.

CONDITION

- The displays should be neat, clean, safe, well-rotated, and of the highest quality in overall appearance.

ACCEPTABLE PRODUCT (BRAND) GROUPINGS

- All promoted types in the product or brand grouping should be on the display and readily accessible to the consumer.
- Hecate Liqueurs are approved for cross-promotion with Juniper Grove Gin and Source One Vodka only.

POS/PRICERS

- All point-of-sale material should be neat, clean, visible and appropriate for the products being promoted. All displays should have at least one pricer that shows the correct current price for each item on the display.
- Quantity of point-of-sale on any display should reflect our premium positioning, i.e., it should be used tastefully, and not look too cluttered.
- POS messaging should align with all other POS on the display. (E.g., do not include POS from different promotions on the same display).







BARREL DISPLAY



3-CASE STADIUM CUT WITH CASE CARDS

SPECS & SCANNABLES

COFFEE	CACAO
Hecate Coffee Liqueur 375ml • 23% ABV	Hecate Cacao Liqueur 375ml • 35% ABV
UPC  8 43480 13201 0	UPC  8 43480 13203 4
SCC  (01)10843480132017	SCC  (01)10843480132031

HECATE

BOTTLE UNIT SPECS		OUTER DIMENSION CASE SPECS		12CT CASE WEIGHT	PALLET SPECS		
Height	Diameter	Length	Width	Height	LBS	Case/Layer	Cases/Pallet
7.5"	2.5"	11.5"	8.75"	7.75"	12	17	85