

NEW !

AS CONSUMERS FOCUS ON HEALTHY TRENDS, MARIE BRIZARD IS RESPONDING WITH **LOWER CALORIES, LOWER SUGAR, AND LOWER ALCOHOL** IN MANZANITA LIQUEUR

MANZANITA



PRODUCT

MANZANITA 70cl 15%

BRAND

MARIE BRIZARD®

OBJECTIVES

Addressing market's trend and consumers demand:

- Lower sugar
- Lower alcohol

PRODUCT DESCRIPTION

New Manzanita recipe:

- Lower sugar : **180g/L** (-10%)
- Lower alcohol : from 18% alc. vol. to **15% alc. vol**

Still maintaining the fresh and sweet taste of Green Apple
New back label updated with nutritional values

ATO

March 2020 (w10)

PRODUCTION SITE

Zizurkil (SPAIN)

WAREHOUSE

Lormont (FRANCE)

GTIN

SKU / 3 041311 027635
Box / 0 3041310 042257
Palet / 0 3041310 042264

PALETISATION PLAN

Nb SKU / box	6
Nb box / layer	24
Nb layer / palet	5
Nb box / palet	120
Nb SKU / palet	720

JDE CODE

70000329

TASTING

To be enjoyed neat over ice,
with fruit juice or soda, or
in a cocktail



COCKTAIL : MANZANISTA

8 cl Marie Brizard Manzanita
8 cl Sparkling water
1 Quarter of squeezed Lime
2 Slices of Cucumber
2 Leaves of Fresh Basil