



# POS CATALOG



sales materials  
& merchandise





3/4 FRONT VIEW



FRONT VIEW

A

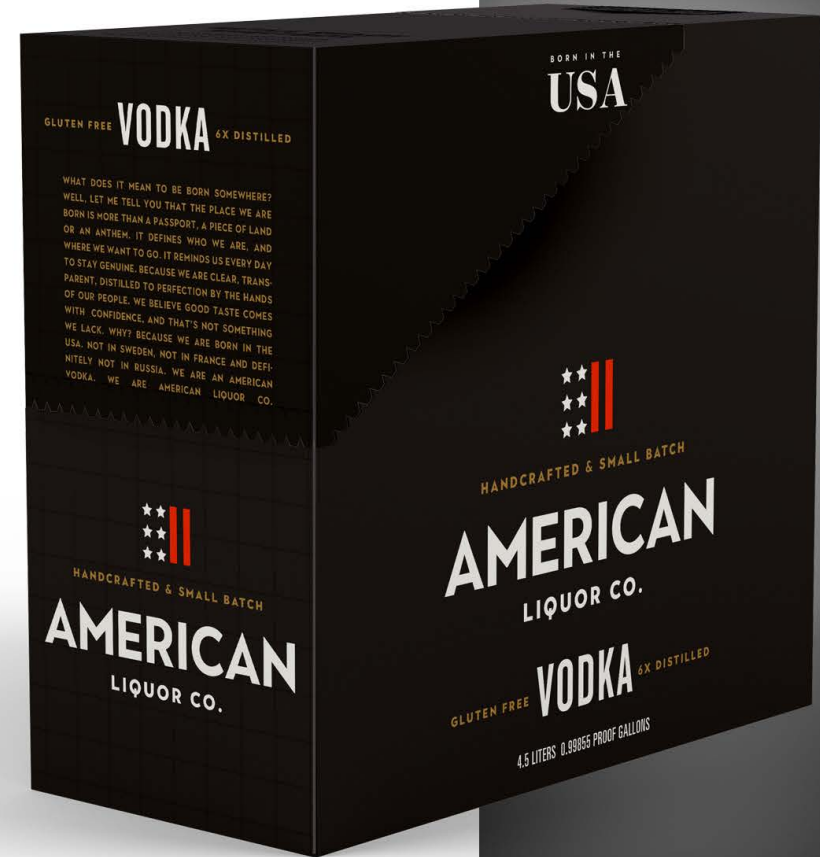


FLAT VIEW 3 SIDES

B



C



D



- A. Case Bin
- B. Case Card
- C. 6 Pack Carton
- D. 6 Pack open perf.





- A. Retractable Banners
- B. Neck Hanger recipes
- C. Shelf-Talker
- D. 18"x24" Poster



A

**FIRST & ONLY 4-CROP BLEND**

**WHEAT**  
HAS A SLIGHTLY TART, BERRY FRUIT NOTE AND A LIGHTER MOUTH FEEL.

**POTATO**  
ADDS A GRASSY EARTHINESS THAT'S FULL, ROUNDED, AND CREAMY.



**CORN**  
ADDS A SWEETNESS AND VELVETY MOUTHFEEL WITH NOTES OF BUTTER AND VANILLA.

**RYE**  
TASTES LIKE THE GRAIN, AND IMPARTS A PEPPERY NOTE.

**WANT TO GIVE IT A SHOT?**

A TASTE OF THE MIDWEST  
FOR RECIPES AND MORE SCAN HERE

**FIRST & ONLY 4-CROP BLEND**

THIS IS THE FIRST AND ONLY VODKA BLENDED LIKE A FINE WHISKY FROM ALL 4 CLASSIC VODKA INGREDIENTS:  
**WHEAT, RYE, POTATO, AND CORN.**

UNLIKE ANY VODKA YOU'VE TASTED BEFORE, AMERICAN LIQUOR CO. VODKA IS A MULTILAYERED SPIRIT BALANCING THE PROMINENT NOTES OF EACH INGREDIENT IN ONE GLASS. THERE'S NOTHING NEUTRAL ABOUT THIS SPIRIT.

WE START WITH LOCALLY GROWN WINTER WHEAT, LIGHT RYE, RIO GRANDE POTATO, AND WHITE CORN. EACH IS HANDCRAFTED BY ONE OF OUR DISTILLER PARTNERS, SOME OF THE FINEST CRAFT DISTILLERS IN THE MIDWEST. IT'S THEN ARTFULLY BLENDED BY OUR CO-FOUNDER AND MASTER BLENDER, CHRIS MONTANA.

AMERICAN LIQUOR CO. VODKA IS A MELTING POT OF THE BEST THIS COUNTRY HAS TO OFFER. THIS ONE-OF-A-KIND VODKA COULD ONLY BE BORN IN THE USA.



**AMERICAN LIQUOR CO.**

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WANT TO GIVE IT A SHOT?

A TASTE OF THE MIDWEST  
FOR RECIPES AND MORE SCAN HERE

**AMERICAN LIQUOR CO.**



A. 4-crop necker

WHAT DO YOU GET WHEN YOU MIX AN  
**AMERICAN** WITH A **WINGMAN?**

**YOU GET A  
MIDWEST VODKA SODA**

This clean, electrolyte jacked cocktail,  
forever raises the bar for the common  
vodka soda. All good, all Midwest, and  
all you need. American Liquor Co.  
Vodka and Kater Wingman Sparkling  
Water were made by makers for  
those thirsting for something better.

A

**MAKE AMERICAN  
YOUR WINGMAN**

**We've got your back.**

Start the new year right with a Midwest  
Vodka Soda made with American  
Liquor Co. Vodka and Kater Wingman  
Sparkling Water. This clean, electrolyte  
jacked cocktail, forever raises the bar  
for the common vodka soda.

*All good,  
all Midwest,  
and all you need.*

**AMERICAN LIQUOR CO.** **KATER WINGMAN**

**MEET OUR  
MAKER**

*Chris Montana*

**AMERICAN LIQUOR CO.** **BORN IN THE USA**

B

C

**MEET THE DISTILLER!**

THERE ARE VIRTUES TO VIRTUAL.

Grab a bottle of American Liquor Co. Vodka and sign up for a **one hour Teach & Taste** with **Chris Montana**, our Master Blender, and one of the country's most talented distillers.

If you've ever wanted to know...

- HOW RAW MATERIALS ARE ACTUALLY FERMENTED AND DISTILLED INTO VODKA
- WHAT YOUR TASTE BUDS ARE TELLING YOU WHEN YOU TASTE SPIRITS
- WHAT MAKES A SUPERIOR VODKA FROM A CHEAP ONE (i.e., seeing beyond the bottle)
- INDUSTRY DISH & TRENDS

...then sign up on [AMERICANLIQUOR.COM](http://AMERICANLIQUOR.COM) for this spirited one hour Teach & Taste. You'll get to know Chris, meet other makers, and get a whole new appreciation of vodka.

Hope to see you there!

**AMERICAN LIQUOR CO.** **BORN IN THE USA**

A. Limited Partnership campaigns

B. Tear Away shelf-talker promo for TEACH & TASTE with Chris Montana

C. Back side of Tear Away



American Liquor Co.  
STANDARD DISPLAYS V.1



mobile full screen interstitial  
320x480



medium rectangle  
300x250



wide skyscraper  
160x60



mobile leaderboard  
320x50



leaderboard 728x90



billboard 970x250

A

MEGA BEV ADS FOR GROUND TRUTH



640X960



320X480



600X500



300X250



320X50



640X100



728X90



1456X180

B

- A. Standard Display .GIF paid advertising for web.
- B. Static ads for web.

# THE FIRST & ONLY 4-CROP BLENDED VODKA

## WHEAT

HAS A SLIGHTLY TART, BERRY  
FRUIT NOTE AND A LIGHTER  
MOUTH FEEL.

## CORN

ADDS A SWEETNESS AND  
VELVETY MOUTHFEEL WITH NOTES  
OF BUTTER AND VANILLA.

## POTATO

ADDS A GRASSY EARTHINESS  
THAT'S FULL, ROUNDED, AND  
CREAMY.

## RYE

TASTES LIKE THE GRAIN, AND  
IMPARTS A PEPPERY NOTE.



The first and only vodka made with all four classic vodka ingredients: wheat, rye, potato, and corn. All locally grown and small-batch distilled by some of the finest craft distillers in the Midwest. Like a fine blended whisky, our unique blended vodka is a harmonious, multilayered spirit balancing the notes of each ingredient in one glass.

A



AMERICAN  
LIQUOR CO.

GET A TASTE OF THE MIDWEST

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EXPECT MORE FROM YOUR VODKA



B

## SPECIALTY COCKTAILS

### ALTON MILLER

AMERICAN LIQUOR CO. VODKA, COMPRESSED WATERMELON, CUCUMBER SODA, LEMON

### DJ SEOUL

AMERICAN LIQUOR CO. VODKA, SNAP PEA SYRUP, LIME

### BRUCE BAILEY

AMERICAN LIQUOR CO. VODKA, RASPBERRY, FALERNUM, LIME

### GARY CHANDLER

BLACKBERRY-SAGE INFUSED AMERICAN VODKA, CAVA, DRY CURACAO, SODA, ORANGE

### KAI ALICE

AMERICAN LIQUOR CO. VODKA, PINEAPPLE JUICE, COCONUT WATER, SIMPLE SYRUP, MINT

### KYLE HALL

AMERICAN LIQUOR CO. VODKA, CRANBERRY, BERRY WINE, LIME

### SHERIF

AMERICAN LIQUOR CO. VODKA, GATORADE, GINGER BEER, LIME

### NORM TALLEY

AMERICAN LIQUOR CO. VODKA, ORANGE JUICE, PINEAPPLE JUICE, YERBA MATE SYRUP

### OSUNLADE

AMERICAN LIQUOR CO. VODKA, PASSION FRUIT, VANILLA, LIME

### RICK WILHITE

AMERICAN LIQUOR CO. VODKA, CUCUMBER SODA, MINT, LIME

AMERICAN  
LIQUOR CO.



C

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The first and only vodka made with all four classic vodka ingredients: wheat, rye, potato, and corn. All locally grown and small-batch distilled by some of the finest craft distillers in the Midwest. Like a fine blended whisky, our unique blended vodka is a harmonious, multilayered spirit balancing the notes of each ingredient in one glass.

D

- A. 5x7 table tent
- B. 5x7 table tent
- C. DJ cocktail menu
- D. Poster 4-crop – 8.5"x11" and 18"x24"

AMERICAN  
LIQUOR CO.



A



B



C



E



D



F



G

- A. chalkboard
- B. napkin caddy
- C. condiment holder
- D. barmat
- E. branded cup
- F. bar station mat
- G. wood sign







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BERRY FRUITY NOTE AND A  
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## BY MAKERS FOR MAKERS

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- A. wild postings
- B. 4-crop signage





A



B



C

- A. Wood cube display
- B. branded tent
- C. static cling 8.5"x11"





EXPLORE THE UNITED STATES OF AMERICAN

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**THE FIRST AND ONLY 4-CROP VODKA**

1. TASTE EACH SINGLE-GRAIN VODKA, NOTICING THE DIFFERENT NOTES AND MOUTHFEEL CHARACTERISTIC OF EACH GRAIN. Distilled by some of the highest regarded craft distillers in the Midwest, each is dedicated to expressing the unique terroir in their spirit.

2. TASTE AMERICAN LIQUOR CO. 4-CROP BLEND. Blended like a fine whiskey, our Master Blender, Chris Montana, artfully balances those prominent notes you just tasted into a singular harmonious spirit. This one-of-a-kind vodka is a melting pot of the very best this country has to offer and could only be born in the USA.

For a quick reference, see the tasting notes on the back of this card. If you want a deep dive visit us at [www.AmericanLiquor.com](http://www.AmericanLiquor.com)

**BORN IN THE USA**

MADE BY MAKERS FOR MAKERS  
HANDMADE NOT ILLUSTRATED

AMERICAN LIQUOR CO. VODKA IS A GENUINE TASTE OF THE MIDWEST

Our unique 4-crop vodka blend hits the palate as wheat, then corn, followed by rye and potato. Wheat contributes a dominant note, which is an unexpected pop of blackberry or blueberry and stone fruit. The velvety mouthfeel of the corn balances the lighter body of the wheat and adds the other dominant note, sweetness, which pairs well with the fruitiness. Mid-palate there's a peppery note from the rye, which adds a little funk and complexity, and it finishes with an earthiness and viscosity from the potato that lingers on the palate.

THANKS FOR TASTING!

VISIT US @



- A. media sampler kit



A



B

- A. polo shirt
- B. tank top



- A. No BS mask with straw flap opening.
- B. American Retro Hoodie





- A. NO BULLSHIT tee
- B. Logo tees & hoodies
- C. NO BULLSHIT mask with straw hole/flap.

