

BRIAR

BLACKBERRY RHUBARB COCKTAIL

Golden hour goes where you go with Briar cocktail. A special no-sugar-added canned craft cocktail option and handcrafted at Vikre Distillery in Duluth, MN. Briar combines the forest fruits of blackberry, rhubarb, and apple with a gentle infusion of herbs. Painstakingly developed over the course of two years in Vikre's cocktail room, Briar transports you to a café table along a cobblestone path in the French countryside with a single sip.



KEY SELLING POINTS

- Made with the highest quality ingredients including an organic herb and spice infused spirit made at Vikre distillery, plus sustainably certified wine, and fresh pressed rhubarb juice, blackberry juice, and apple juice.
- No added sugar, no compromises on flavor.
- Perfect for cocktail parties, picnics, beach outings, boating, weddings, showers, golfing and more. The non-breakable lightweight cans are easy to transport and infinitely recyclable. You can have the deliciousness of a handcrafted aperitif cocktail and the ease of a can, wherever you go.
- Meets discerning drinkers' desires in three growing categories: ready to drink cocktails, sparkling wine, and canned wine. Briar is the perfect opportunity to sell a canned cocktail to a customer who loves a quality aperitif for happy hour, or a cocktail with fruit that's not too sugary. Someone looking for a socially and eco-conscious brand. It's also the ideal add on for a customer stocking their home bar and looking for an option that is both simple and delicious for when they want a happy hour/aperitif hour with maximum flavor and minimum effort.
- Frenchie & Friends Cocktails and Vikre Distillery are woman owned, operated, and distilled.





4-pack (1 litre) barcode



250 ml can barcode



PRODUCT SPECS

- 10% ABV
- 4, 250 ml sleek cans per box
- 6, 4-packs per case
- A blend of handcrafted herb infused spirits distilled from grapes, sustainably farmed wine, blackberry juice, rhubarb juice, apple, and soda water. Carbonated and canned by Vikre Distillery Co.



"THE BEST COCKTAIL IN A
CAN. PERIOD."
-PAULA IN AUGUSTA