

VÉLO

RHUBARB ORANGE SPRITZ

A spritz is not just a drink, it's an attitude. A spritz is the joyful recognition that life should not be all hustle. It grabs you by the shoulders, sets you down in a chair and hands you, well, a spritz, and says, "Relax! Play!" The Vélo Spritz from Vikre Distillery instantly transports you to golden hour at a café along a piazza in Venice - it is the very definition of sprezzatura, an 'I-woke-up-like-this' mixture of beauty and ease. This spritz combines a handcrafted aperitif (made with rhubarb, bitter orange, hibiscus, and cinchona) with sustainably grown fine wine, and soda water for a perfectly bubbly and bittersweet take on a classic Venetian spritz.



KEY SELLING POINTS

- Made with the highest quality ingredients including an Italian-style rhubarb and bitter orange aperitif made at Vikre distillery, plus sustainably certified wine, and clarified orange juice.
- Beautifully balanced, not too sugary or too heavy. Vélo is very distinct from mass produced canned cocktails that taste like fruit soda.
- Perfect for cocktail parties, picnics, beach outings, boating, weddings, showers, golfing and more. The non-breakable lightweight cans are easy to transport and 100% 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. Vélo is the perfect opportunity to sell a canned cocktail to a customer who loves an Aperol spritz, but is on the go, or is worried about having leftover prosecco. 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

- 7% ABV
- 4, 250 ml sleek cans per box
- 6, 4-packs per case
- A blend of handcrafted Vikre rhubarb-orange aperitivo, sustainably farmed wine, clarified orange juice, hibiscus, quinine, and soda water. Carbonated and canned by Vikre Distillery Co.



**"SO GOOD!!!!
EMILY, YOU ARE A GENIUS."
-HANNA IN MADISON**