

TIGER JANE™

Competitive Set



Cost per pour:
\$1.348154551

Averna Amaro

- \$37.99 MSRP for 750mL**
(\$34.19 Wholesale)
- Owned by Gruppo Campari
 - Produced in Italy.



Galliano

- \$24.99 MSRP for 375mL**
(\$22.50 Wholesale)
- Owned by Lucal BOLs
 - Produced in Italy.
 - Made with Arabica and Robusta beans.
 - Overly Sweet



Kapali

Cost per pour:
\$0.9853870208

\$9.49 MSRP for 750mL
Your Customers Deserve Better!

- Owned by ???
- Value Segment.
- Made w/ Mixto, NGS & 'Coffee Flavor'
- Overly Sweet - Corn Syrup

Cost per pour: \$0.3742025941

Contact:
Aaron J. Kendeall,
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Kahlua

\$28.99 MSRP for 750mL
(\$26.09 Wholesale)

- Owned by Pernod Ricard.
- Value price point.
- Made with High Fructose Corn Syrup and Well White Rum.

Cost per pour: \$1.028761399



Tiger Jane

\$44.99 MSRP for 750mL bottle
(\$21 FOB*: DIRECT INVOICING & DELIVERY!)

- Family Owned. Pennsylvania Produced.
- 1/3 less sugar than Kahlua. 100% Turbinado sugar cane sugar—no high fructose corn syrup!
 - No artificial flavors or colors
 - 100% hand-picked Ethiopian beans
 - Roasted in PA
- Made with 100% 6x Distilled Golden Potato Vodka, Reposado Tequila or VS Cognac

***FOB pricing available on wholesale case breaks.**

Cost per pour: \$0.82805632



Luxardo

\$24.99 MSRP for 750mL
(\$22.49 Wholesale)

- Owned by Girolamo Luxardo
- Beans from Brazil, Colombia and Kenya; Arabica predominates.
 - Made in Italy
- Neutral Grain Spirit

Cost per pour: \$0.9853870208



Mr. Black

\$33.09 MSRP for 750mL
(\$26.47 Wholesale)

- Owned by Diageo.
- Distilled in Australia
- Made with Arabica beans and wheat vodka

Cost per pour:
\$1.03980215



Cantera Negra

\$28.49 MSRP for 750mL
(\$25.64 Wholesale)

- Owned by Deutsch Family W&S.
- Produced in Mexico
- Made with Mexican beans and blanco tequila
- Overly Sweet

Cost per pour: \$0.9960334592

Target:

MILLENNIALS (AGES ~28-44): LARGEST SEGMENT FOR PREMIUM COFFEE LIQUEURS—DRIVEN BY COCKTAIL CULTURE, CRAFT-CENTRIC TASTE, AND APPRECIATION FOR ARTISANAL.

YOUNG GEN XERS (45-54): MODERATELY PREMIUM-ORIENTED.

GEN Y: 54% OF 21-34-YEAR-OLDS PREFER PREMIUM DRINKS VS. 35% OF THOSE 55+

Cost per pour: \$0.9853870208