

PRODUCT KNOWLEDGE SELL SHEET

PRODUCT STORY

It truly is Canadian whisky blended the Canadian way –locally-sourced grains are individually fermented, distilled, and matured, then blended and finished with red wine barrels from our Gretzky winery. Every bottle is made right here in Ontario from Ontario grain, finished and bottled in the Niagara region. Nobody else finishes in wine casks, lending a unique and exceptionally balancing flavour to our whisky.

TASTING NOTE

Wayne Gretzky No.99 Red Cask Whisky is smooth, elegant and rich with aromas of caramel, toasted oak, a hint of field berries

SERVING SUGGESTIONS

Terrific on the rocks or in our signature cocktail:

The 99

WGW shaken with fresh lime and simple syrup, topped with a float of Wayne Gretzky Cabernet Merlot.

In a cocktail shaker filled with ice, add 1 ½ oz. WGW, 1 oz. fresh pressed lime juice and 1 oz. simple syrup. Shake and strain into a rocks glass with ice. Float with 1 oz. WG Cab Merlot.



Wayne Gretzky No.99

Red Cask Whisky

LCBO# 472332, 750 mL, 6/cs, 40%

Style Descriptor: Medium & Fruity

Price \$39.95

Trade/Agency: Andrew Peller Limited

Contact: (905) 643-2151

Supplying Warehouse:

FEATURES & BENEFITS

This whisky is medium and fruity (*feature*), which makes it ideal for cocktails (*benefit*).

This whisky is a blend of locally sourced grains and finished in red wine casks from the winery (*feature*), so it helps support the local economy and makes the ideal gift for the locavore in your life (*benefit*).

WHAT'S YOUR OCCASION?

Ideal gift – think Father's Day, the hockey fan or locavore in your life, Bridal Party gift, etc.

IN-STORE PLACEMENT

SECTION: DELUXE

CANADIAN WHISKY (set #10).

PROMOTIONS

201708: FEM

201710: Shelf Talker

DID YOU KNOW?

Seasonal /Limited Quantities

Licensee/Backroom Brand

Corporate Listing

Projected sales

Are we scheduling a tasting?