



Angostura House Rules campaign POS 24.01.14

As part of the House Rules campaign, we propose developing a number of key point of sale (POS) and promotional items. These include:

- bottle neck tags
- shelf talkers
- wobbler cards
- gondola ends
- tent cards
- drinks mats
- bar runner
- ice buckets
- z cards

Bottle neck tags

Option A — Prism tags

Core range rums (5 & 7 year)

Photography



Front



Reverse (drinks recipe)



Bottle neck tags

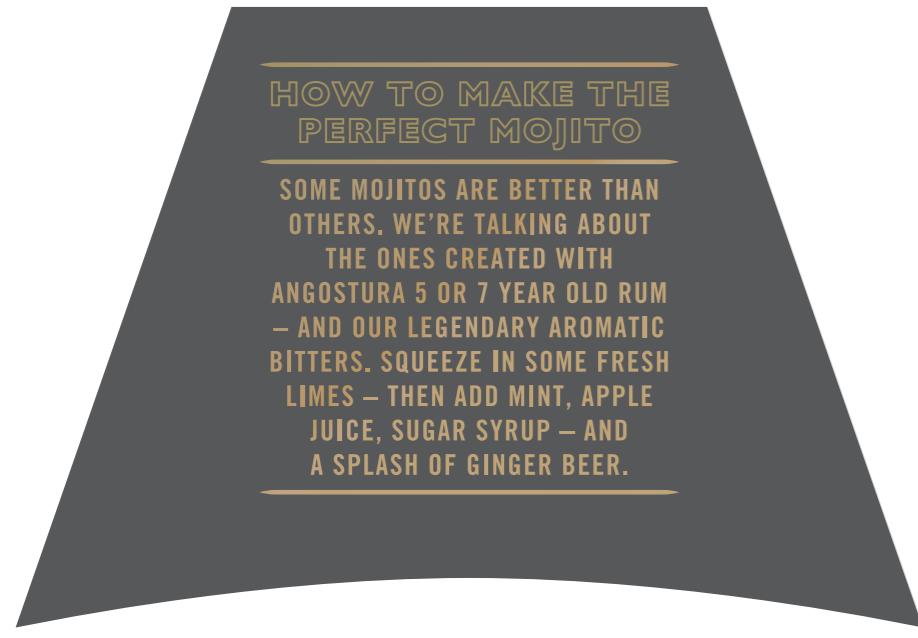
Option A — Prism tags

Premium range rums (1919 & 1824)

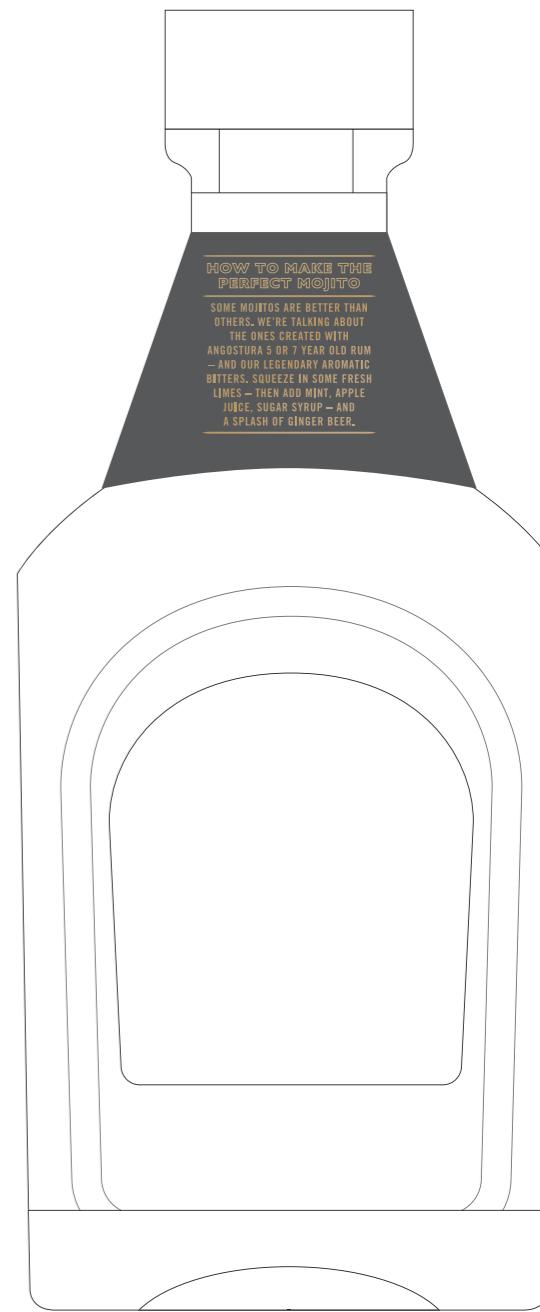
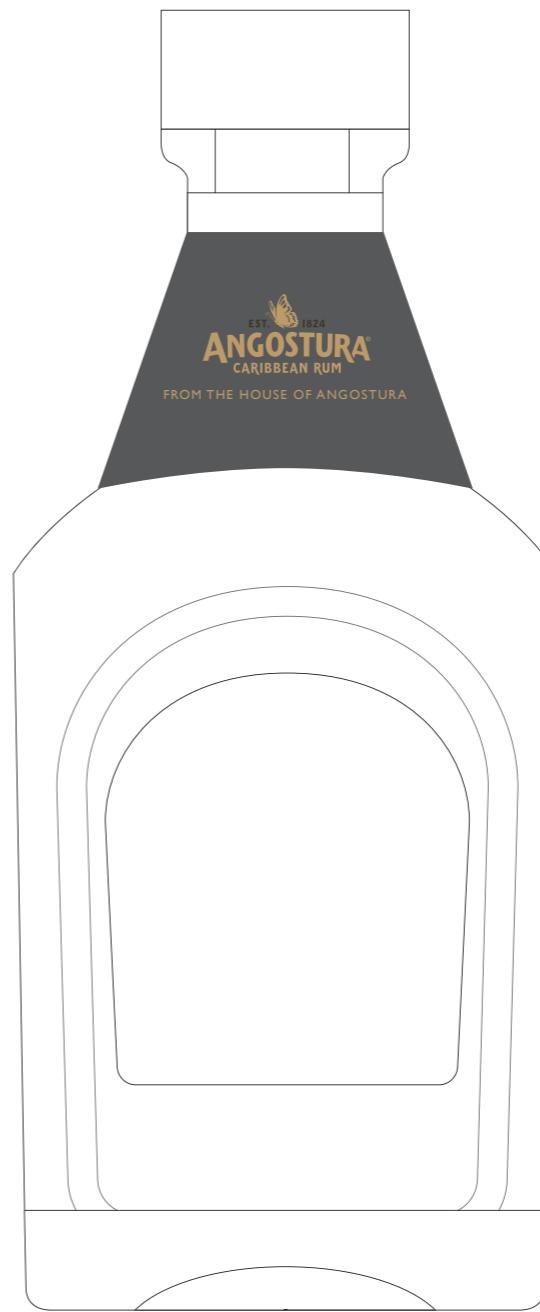
Gold-foiled on gun-grey card



Front



Reverse (drinks recipe)



Bottle neck tags

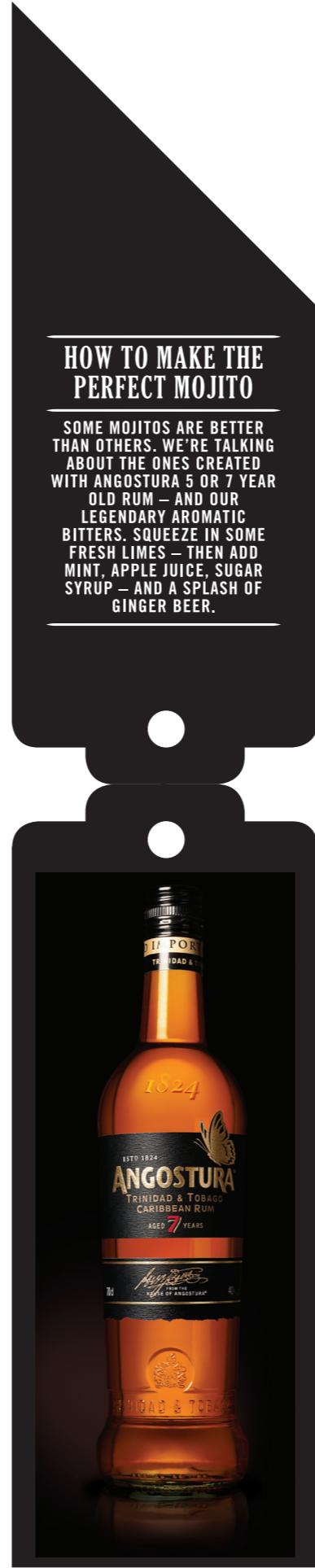
Option B — Swing tags

Core range rums (5 & 7 year)

Photography with physical
'page-curl' fold



Swing tag front (closed)



Swing tag inside (opened)



Bottle neck tags

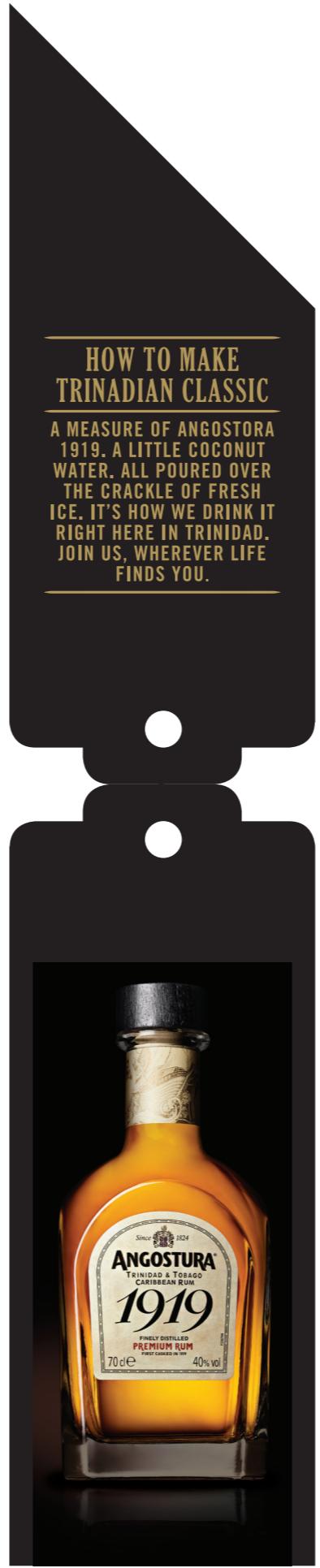
Option B — Swing tags

Premium range rums (1919 & 1824)

Gold foiled on black card, with physical
'page-curl' fold



Swing tag front (closed)



Swing tag inside (opened)



Shelf talkers
Vertical arrangement



Rule no. 1 — Generic



Rule no. 25 — Apple Mojito cocktail

Shelf talkers
Landscape arrangement

HOUSE RULES
NO. 1

ENJOY THE MOMENT

WWW.ANGOSTURA.COM

THE HOUSE OF
ANGOSTURA®
EST. 1824

Rule no. 1 — Generic

HOUSE RULES
NO. 2

ALWAYS MIX BITTERS
WITH PLEASURE

WWW.ANGOSTURA.COM

ANGOSTURA®
aromatic bitters
FROM THE HOUSE OF ANGOSTURA

Rule no. 2 — Angostura Bitters

Shelf talkers
In-situ



Wobbler cards



Rule no. 1 — Generic



Rule no. 25 — Apple Mojito cocktail

Wobbler cards
In-situ



Gondola ends
In-situ



Tent cards

Tent cards allow for multiple messaging, using both sides for different products/recipes



Rule no. 1 — Generic



Rule no. 25 — Apple Mojito cocktail

Tent cards

Tent cards allow for multiple messaging, using both sides for different products/recipes

In-situ



Angostura

Good Thinking

good

Beer mats

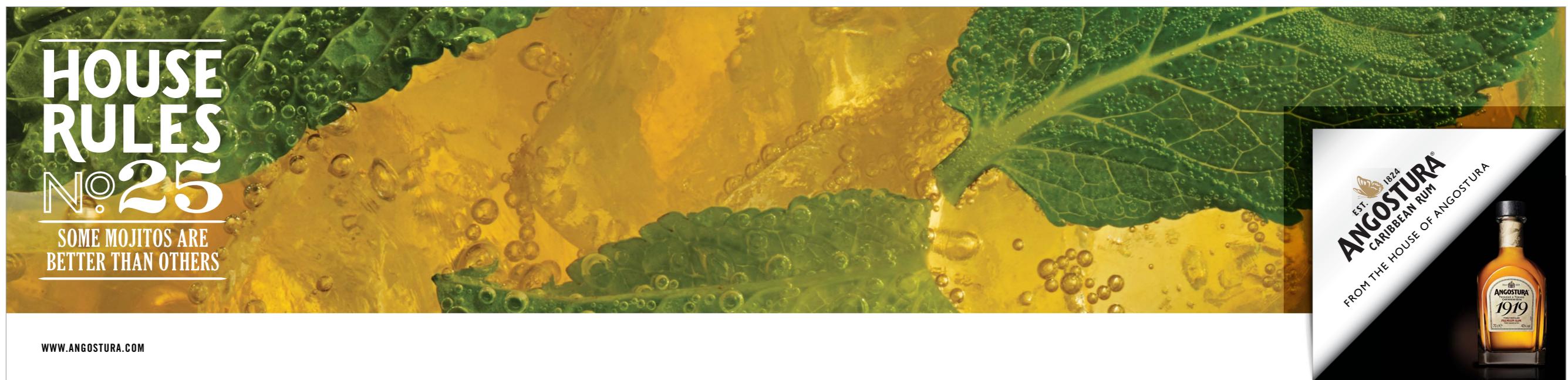


Angostura

Good Thinking

good

Bar runner



Rule no. 25 — Apple Mojito cocktail

Angostura

Good Thinking

good

Bar towels
In-situ



Angostura

Good Thinking

good

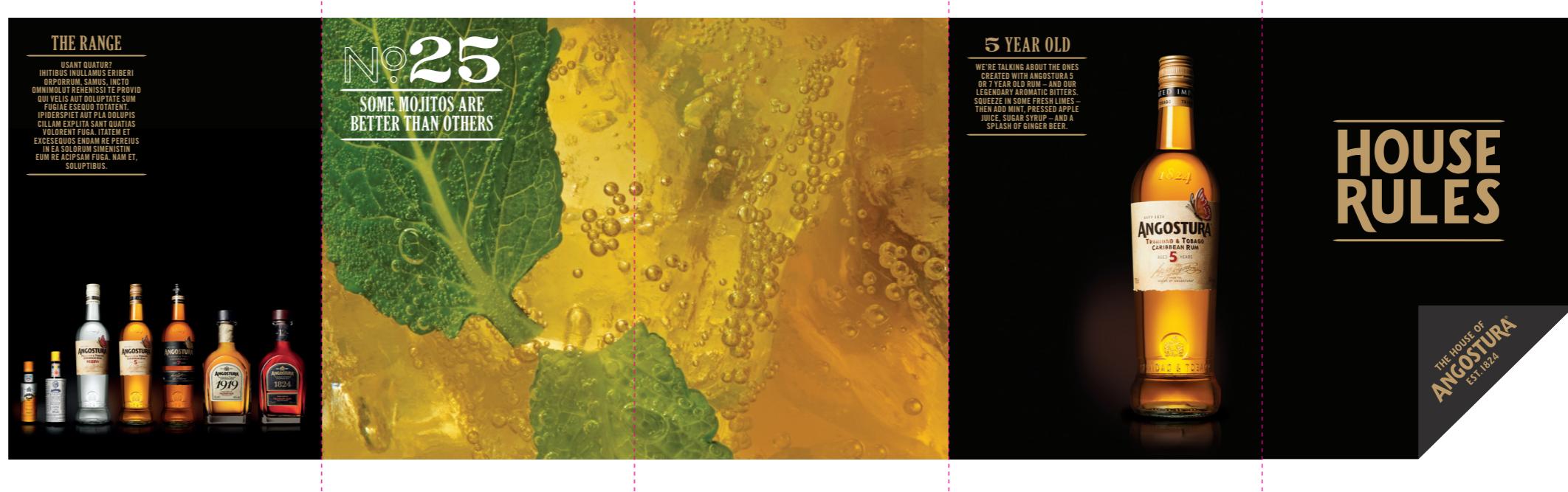
Ice bucket



Z card

A5-sized leaflet with folded panels. Front cover features an actual page fold detail to house logo.

To be used as a leave-behind at particular bars and events. Content could feature more detailed information on recipes or products.



Leaflet – outside (opened out)



Leaflet – inside (opened out)

Z card

A5-sized leaflet with folded panels.
Front cover features an actual page fold
detail to house logo.

To be used as a leave-behind at
particular bars and events. Content
could feature more detailed information
on recipes or products.

