

DATE : 16 JANUARY 2024
TO : ALL ABC OPERATIONS & CONCERNED DEPARTMENTS
FROM : MARKETING DEPARTMENT
SUBJECT : ABC 16 OZ TALL PET CUPS

RNO-MKTG-MA-2023-03

Please be informed that a new ABC 16 oz tall pet cup with the logo will be released across all ABC outlets on **22 JANUARY 2024**. Attached below are actual photos and designated usage of the cup for your reference.

	NEW CUP & SIPPY LID	NEW CUP & DOME LID
YES	Fresh Juices, Brunch Cocktails, Our Smoothie	Coffee Jelly, Mocha, Java Chip, Salted Caramel
NO	Okinawa Latte	Our Smoothie
		

NOTE:

- New ABC 16 OZ pet cups shall be used for all ABC Full Service and coffee shops on 22 JANUARY 2024.
- Once rolled out, no old pet cups without print should be used in the stores.

SPIEL

Guest: Oh! Your cup is different?

Staff: Yes indeed, just the design though. The volume is exactly the same.

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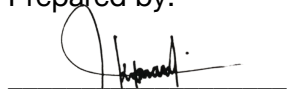
ABC OPERATIONS: Include this memo in your briefing and cascade accordingly. Please note the size change and adjust the calibration of cold beverages accordingly.

SUPPLY CHAIN: Please cascade ordering and charging specifications to Brand Heads.

SYSTEMS: Kindly update POS naming conventions if necessary.

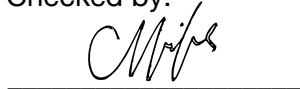
Let me know if you have any clarifications.

Prepared by:



Axlle Jakosalem
Marketing Manager

Checked by:



Paula Nessa Mirafior
Asst. Training Manager

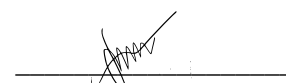
Noted by:



Darwin Morfe
Operations Director



Patricia Corpuz
Supply Chain Manager



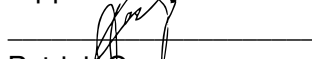
Ryan Riaza
Operations Director

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Systems Manager

Approved by:



Patrick Corpuz
Managing Director

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