

DATE : 23 JANUARY 2024
TO : ALL ABC OPERATIONS & CONCERNED DEPARTMENTS
FROM : MARKETING DEPARTMENT
SUBJECT : ABC CUPS ARTIST EDITION

RNO-MKTG-MA-2023-02

Please be informed that Batch 2 - ABC Cups Artist Edition (8oz and 12oz) will be released across all ABC outlets **26 JANUARY 2024**. See actual photos below.

Artist for 8oz cup is FRED GALAN, while the 12oz is made by JOSE MARI PICORNELL. Artist info can be found on the cup.

8oz



12oz



PICTURE A (for display)



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NOTE:

- All stores should transition to these display cups as shown in picture A (notice all 4 designs are displayed already).
- Store will also start issuing all cups simultaneously. They have to prepare in advance and alternately arrange all 8 and 12oz cups using disposable gloves. All kinds of cups should be issued to the guest at random. We must not ask what design the guest wants nor can the guest request what cups go with their hot beverages.
- Stores should start setting up the display on the night of **25 JANUARY 2024, THURSDAY** and send it to Ryan Riaza.

IMPORTANT:

- Stores shall place their order to the supply chain on 23 January 2024 (Tuesday) for 25 January delivery.
 - Cups for serving
 - Cups for display

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

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

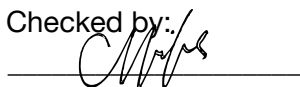
SYSTEMS: Kindly update POS naming conventions if necessary.

Let me know if you have clarifications.

Prepared by:

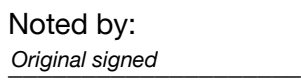

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