



#### Why choose Cellarbrations?

- Appealing brand identity
- Exceptional retail standards
- Proven sale and profit growth
- Strong flexible national brand
- Bold visual identity to suit different locations and formats

#### Additional benefits:

- Quality growing brand
- Genuine alternative to the standard liquor store and chain stores
- Innovative marketing campaigns
- Advertising – national and local
- National sponsorships for brand awareness
- Is the leading national independent liquor retailer

#### The brand offers:

- Current national consumer websites
- Consumer facebook page
- Supplier promotional activity and support
- Distinctive external branding
- Consistent in store visual branding
- Gift certificates and party planning for consumers
- Unifroms
- Uniformed POS
- State advertising – web and print
- National head office and state office support

#### Preferred Wholesaler partnership:

- Australian Liquor Marketers and Campbells Cash and Carry
- ALM is the number one wholesaler nationally
- ALM is at the forefront of supply and chain logistics with modern technology used like "Voice Pick"

To find out more or to join Cellarbrations, contact our state office or visit [www.cellarbrations.com.au](http://www.cellarbrations.com.au)

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