# BISON RIDGE®

## PREMIUM CANADIAN WHISKY

*Rich, smooth, and bold.*

89 POINTS
WINE ENTHUSIAST MAGAZINE

BEST BUY
BEVERAGE TESTING INSTITUTE




## WE'RE ONE STEP ABOVE THE REST.

# BISON RIDGE®

- Millenials are searching for brown goods with flavors, such as Irish whiskey, bourbon and small-batch whiskys. The fastest-growing Canadian whiskys are sweeter and have more character than the original light flavored brands.
- North American Whisky is #1 in dollar sales and #2 in unit sales in the U.S. among all spirits!*
- Bison Ridge® offers both the premium and award-winning 8-year-old blend.
- Increase profits and repeat customers by featuring our rich, smooth and bold whisky.

## Availible point of sale.




Shelf Talker




Case Card




Shipper

0 84279 98635 7

8 YEAR OLD (750ML)

*Source: IRI Trend 52 weeks ending 7/12/2015

PRESTIGE WINE & SPIRITS GROUP
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