

FROM FUNDADOR SOLERA...
...TO FUNDADOR SHERRY CASK

ESTD 1730
FUNDADOR
SHERRY CASK

NEW PACKAGE

Available in Markets Now

FEATURES



THE ONLY BRANDY DE JEREZ aged in three types of Sherry Cask



THE ORIGINAL BRANDY DE JEREZ that founded the category in 1874



NEW PACKAGING IS MORE PREMIUM and ties into the world of Sherry Cask Scotch



BRANDY CATEGORY IS THE FOURTH LARGEST SPIRITS CATEGORY with Hispanic drinkers, larger than Bourbon and Scotch and trending ahead of Vodka and Rum*

BENEFITS



Softer, **EASIER TO DRINK** and more complex



CONSUMER AWARENESS as the iconic brand with a **REPUTATION** for quality and a **LOYAL** following



APPEALS TO BOTH Scotch consumers and Brandy aficionados



Opportunity to **EXPAND DISTRIBUTION AND SALES** in high-index Hispanic accounts



THE FIRST AND ORIGINAL SPANISH BRANDY.

Its smoothness, distinct aroma, and rich, full-bodied taste is proof of its prestigious heritage as the most iconic brandy since 1874.

FUNDADOR IS SPANISH FOR FOUNDER

In 1874, Pedro Domecq Loustau launched FUNDADOR, the first brandy produced and sold in Spain.

PRODUCT SPECS

PRODUCT	PACK SIZE	UPC	SCC	ITEM NO.	SRP
FUNDADOR SHERRY CASK	12 x 750ml	856950008012	40856950008010		