

# nue

VODKA



## Mule Madness Sell Sheet

With continued growth in the Moscow Mule category a solid program like Mule Madness to bring to accounts should easily allow Nue Vodka to gain a % of market share.

Moscow Mules accounted for 30% of all US cocktail menu mentions in 2016 \*IWSR 2017

Requests for Moscow Mules constitute for 7% of all cocktail orders \*Guestmetrics 2015

Challenge accounts to elevate their cocktail program this March by featuring a twist on the traditional Moscow Mule. Nue Mules offer a simple and appealing flavor profile, are easy to make, and come served in our stylish mugs with our logo etched on one side and the bottom.



### Mule Mug:

14 oz #304 stainless steel

Regional allocation 300

Target 25 placements per

region. 12 mugs per account

\*12 mugs per account can be allocated by submitting the POS request form. An account name and commitment are required before shipment is approved.

Price: \$6.16 plus shipping



**Legal Guidelines:** The Mule mugs can be used for events and provided to accounts if allowed by your state regulations.

Individually boxed packaged 48 to a box. 4 activations are recommended for each region per shipment request.

## 2018 Nue Mule Cocktail List

Present our highly recommended Nue Vodka Mule recipes or encourage the account to **Make it Your Own**.

### Make it Your Own.

Combine fresh fruit or herbs with a version of the traditional mule recipe.

### Make it Your Own.

Use drink names that tie in with the program. In this case March Madness. Under Dog, Swoosh, Slam Dunk, Turnover, Rebound, Game Changer, Long Shot, Time Out. Don't forget your Nue Vodka shot when your team scores-Granny Shot, Jump Shot, Bank Shot, Free Throw

### Blueberry Cucumber Mule

1 1/2 oz Nue Vodka • 1/2 fresh squeezed lime juice  
• 5-6 blueberries • 1 slice peeled cucumber •  
4-5 oz ginger beer

### Long Island Mule

2 oz Nue Vodka • 1/2 oz fresh lime juice • 1/2 oz  
fresh lemon juice • 3 oz ginger beer • 1/2 oz  
orange liqueur (such as Grand Marnier or  
Cointreau) • 1 oz light rum • 1/2 oz tequila •  
Lots of ice

### Dallas Mule

2 oz Nue Vodka • 4 oz Ginger Beer • Lime Juice •  
Splash of Grapefruit Juice • Garnish with  
Jalapeño & Lime

### Fresh Orange Mule

2 oz Nue Vodka • 3 oz fresh orange juice • 1/2  
lime, cut in half • Ice • 4 oz ginger beer • Lime  
wedges, for garnish

### Texas Grapefruit Mule

2 oz Nue Vodka • 2 oz lime juice • 2 oz grapefruit  
juice OR 2 oz Nue Vodka • 2 oz lime juice • 4 oz  
ginger beer • Ice • Mint, grapefruit, & lime  
wedges for garnish

### Big Game

2 oz Nue Vodka • 1/2 oz Fresh Lime Juice • 1 oz  
Blue Curaçao • 3 oz Ginger Beer • 8 Blueberries  
(dusted with sugar) • 1 Lime Slice • 1 Rosemary  
Sprig

### Mimosa Mule

4 oz Nue Vodka • 4 oz Ginger beer • 4 oz  
Prosecco or Champagne • 2 oz Orange Juice •  
Optional Sugar Rim

### Watermelon Moscow Mule

1 1/2 oz Nue Vodka • 1 1/2 shot of watermelon  
juice (or 1/3 cup of seedless watermelon  
chunks) • Juice of 1 lime wedge • 4 oz ginger  
beer • Watermelon wedge and mint leaves (to  
garnish) • Ice cubes

### Nue Mule

2 oz Nue Vodka • 4 oz. Ginger beer • 1 oz  
Grenadine • Juice from 1/2 a Lime • Cherries