



Why choose The Bottle-O?

- A true Australian liquor store
- Reliable, honest and trustworthy brand
- Part of every local community
- Has all liquor needs covered
- Makes every customer feel welcome and satisfied
- Bold visual identity “The Bottle-O Green”
- Unique from other liquor brands
- National brand

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 The Bottle-O, contact our state office or visit

www.thebottle-o.com.au

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