

# THE SIX PAC

## HOOK

*What's better than a Pacifico? Sharing it with friends.*

ORDER A FULL SIX PAC - DELIVERED IN THE ICONIC YELLOW 6PK CARRIER, WHICH WILL STAND OUT ON THE TABLE AND LEAD TO HIGHER SALES

## LINE

*Everybody wins with the Six PAC!*

**CONSUMERS:** THE SIX PAC IS CHEAPER THAN BUYING SIX INDIVIDUAL BOTTLES

**BARs:** SELL MORE BEER PER TRANSACTION

**SERVERs:** NO DISTRIBUTING POS AND FEWER TRIPS TO THE COOLER

**VERSATILITY:** EASY TO EXECUTE - WORKS IN SEVERAL TYPES OF BARs



3 FRIENDS  
ORDER A ROUND  
OF PACIFICO

= 3 beers sold



THEIR SERVER  
UPSELLS THEM  
TO THE SIX PAC

= 6 beers sold

2X HIGHER  
SALES  
+ SERVER  
EFFICIENCY



## SINKER

*What do we need you to do?  
Not much... it's simple!*

- GET AN ON-MENU FEATURE
- STAFF EDUCATION - ENCOURAGE WAITSTAFF TO:
  - UPSELL ANYONE WHO ORDERS A PACIFICO TO THE SIX PAC
  - BRING THE FULL SIX PAC CARRIER FROM THE COOLER
  - LEAVE IT ON THE TABLE SO OTHER CUSTOMERS SEE IT AND ASK FOR IT
  - GIVE THE YELLOW BOTTLE CAPS TO CUSTOMERS SO THEY CAN CHECK OUT THE COORDINATES PRINTED UNDERNEATH AT [DISCOVERPACIFICO.COM](http://DISCOVERPACIFICO.COM)