



## Ritchies New Liquor Store

Celebrating the opening of the Carrum Downs store last week, Peter Lee-Ritchies, Frank Forrest - Intec Design who designed and manufactured the shelving display units, and Jos DeBruin - Tooheys Vic.

The store has a huge drive through liquor adjacent to the liquor store complete with huge illuminated signage and large easy to read price points on the refrigerated displays.



## The Cougar Franchise.

With the launch of the exciting new Cougar Rum & Cola RTD, CUB is changing the game in the sprits/RTD category with the first franchise of its kind in Australia.....the Cougar franchise.

Cougar Rum & Cola will provide a strong, credible rum RTD for Australian consumers and grow the total category by leveraging the strength of the existing Cougar Trademark. Cougar Rum & Cola will have significant franchise support across PR, sponsorships, media and exciting promotional programs and a consistent Cougar franchise pricing strategy will deliver strong margin returns and added value to consumers with a high quality product at an affordable price.

**Introducing a  
 NEW cub to the  
 Cougar den**



*Premium Oak Matured  
 Rum & Cola*

**Available Now**



Speak to your Carlton & United Beverages representative for further details.