

富貴

# Fu-Ki

*100% Produced and bottled in Japan*



Another  
superior quality  
product  
from Fu-Ki

The Fu-Ki line is produced in Japan, using traditional methods, by Godo Shusei Co. Ltd., a respected producer of wines & spirits founded in 1924.

Fu-Ki's competitive advantage is a price point significantly below higher priced imports.

Based on the surging popularity of Asian spirits, Fu-Ki is a brand that can drive fast turns and excellent profits.

*A wine inspired by  
cherry blossoms*

## Fu-Ki Cherry

Fu-Ki Cherry has a deep red color and aromas of nuts and cherry; intense, yet delicate flavors of wild, dark cherry. It has a light, clean taste and is low in alcohol.

Enjoy well chilled, straight up or in mixed drinks, like martinis, saketinis, or mixed with orange juice.



FEATURES	BENEFITS
<ul style="list-style-type: none"> <li>• Unique proprietary bottle</li> <li>• Made in Japan</li> <li>• Premium pricing</li> <li>• No direct competitor at price point</li> </ul>	<ul style="list-style-type: none"> <li>• Easily identifiable &amp; can not be duplicated</li> <li>• Quality and authenticity assurance</li> <li>• More profitable</li> <li>• <i>THE</i> step up from low-end domestic competitors</li> </ul>

## Marketing Support

### Off & On-Premise

POS materials and programming are available to create awareness and stimulate impulse purchase for Fu-Ki.

Materials will leverage the authenticity and quality of the product, while providing specific usage suggestions.



Case Card



Recipe Necker



Table Tent



Shelf Talker

PRODUCT	ITEM NUMBER	PROOF	CASE/LAYER	LAYER/PALLET	CASE/PALLET	BOTTLE/CASE	WEIGHT/CASE	SCC CODE	UPC CODE	CASE SIZE
750 ML Fu-Ki Cherry	3032744	18	11	5	55	12	36.00	10086024002661	086024002664	L16xW12xH13

# Fu-Ki