

富貴

Fu-Ki

100% Produced and bottled in Japan



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, and the "hot category" status of Sake, Fu-ki is a brand that can drive fast turns and excellent profits.

*Rich of Taste.
Noble of Spirit.*

Fu-Ki Sake

This Junmai sake is made from the finest quality sun-nurtured rice and pure, mineral-rich Miyamizu water, the most famous water in Japan. Fu-Ki Sake enhances the flavor of food by cleansing and sensitizing the palate. Best served chilled in a traditional Sake cup. Fu-Ki Sake is clean, clear, bright with a subtle, elegant and fruity aroma.



Fu-Ki Plum Wine

Fu-Ki Plum has a deep amber color and a distinct flavor of plums and a hint of nuts; it is delicate, light, low in alcohol and well balanced. Best served well chilled, straight up or mixed with juices, club soda, etc.



Case Cards

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



Shelf Talkers



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.



Recipe Neckers



Table Tents

PRODUCT	ITEM NUMBER	PROOF	CASE/LAYER	LAYER/PALLET	CASE/PALLET	BOTTLE/CASE	WEIGHT/CASE	SCC CODE	UPC CODE	CASE SIZE
750 ML Fu-Ki Plum Wine	3032514	18	11	5	55	12	36,00	10086024024113	086024024116	L16xW12xH13
750 ML Fu-Ki Sake	3032524	32	11	5	55	12	36.00	10086024024137	086024024130	L16xW12xH13
750 ML Fu-Ki Cherry	3032744	18	11	5	55	12	36.00	10086024002661	086024002664	L16xW12xH13

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