



JOIN THE OAKS!
www.old-oaks.com
Enjoy chilled with you friends



#NO18+ aware.org
www.aware.org.za

Marketing, promotion and strategic branding

Creating a successful brand requires more than just a good product. We understand that it takes a lot of hard work, creativity and dedication to establish a brand that resonates with customers. At Old Oaks, we are always exploring new and inventive ways to engage with our customers to create a unique and memorable experience. Through targeted marketing campaigns, on-con tastings and social media activations, we are committed to building a loyal customer base that is passionate and invested in our brand.



BRAND AWARENESS, CONSUMER TRUST & MARKETING STRATEGIES

Strategic consumer outlets

On-site tastings to familiarise consumers with our brand and tasting profile

Affordable RSP

Customer outlets are supported with point of sale solutions to create and gain consumer trust

Online marketing to drive customers to our consumer outlets, and compile data for targeted consumer give-aways

Old Oaks™
DRINK RESPONSIBLY
ENJOY

18+



*Made with Love,
Drink with Sense.*



Beverages



18+

Old Oaks

Beverages

About us,

Since our inception, Old Oaks has been committed to creating the best beverages around. We use only the finest ingredients to ensure that each and every one of our drinks is of the highest quality. Our goal is to provide a drinking experience that is both enjoyable and memorable, no matter what your taste. With our high-value offering, we're confident that you'll find something you love at Old Oaks.

2L
SHARING IS
CARING!



**READY TO
ENJOY**
2L SHARE SIZE
ALC. 5% VOL.



BRAND SUPPORT
SUPPORTING OUR BRAND
THROUGH ACTIVATIONS,
ONLINE MARKETING AND
MONTHLY GIVE AWAYS

Old Oaks™

Beverages

BRANDY & COLA

Old Oaks™
BRANDY & COLA

ALC 5% VOL

Type of bottle	2 L
Packaging	PET
Pieces/ Shrink	6
Shrinks/ Pallet**	80

**Pallet: Industry Standard 1200 x 1000 mm

2L SHARING IS CARING! **2L EXTRA VALUE SHARE SIZE!** **2L SHARING IS CARING!**



JOIN THE OAKS!
www.old-oaks.com



Enjoy chilled with you friends



Old Oaks™

Beverages

Sparkling RUBY APPLE SPRITZER

Old Oaks™
RUBY APPLE SPRITZER

ALC 5% VOL

Type of bottle	2 L
Packaging	PET
Pieces/ Shrink	6
Shrinks/ Pallet**	80

**Pallet: Industry Standard 1200 x 1000 mm

2L SHARING IS CARING! **2L EXTRA VALUE SHARE SIZE!** **2L SHARING IS CARING!**



JOIN THE OAKS!
www.old-oaks.com



Enjoy chilled with you friends



Old Oaks™

Beverages

GIN & DRY LEMON

Old Oaks™
GIN & DRY LEMON

ALC 5% VOL

Type of bottle	2 L
Packaging	PET
Pieces/ Shrink	6
Shrinks/ Pallet**	80

**Pallet: Industry Standard 1200 x 1000 mm

2L SHARING IS CARING! **2L EXTRA VALUE SHARE SIZE!** **2L SHARING IS CARING!**



JOIN THE OAKS!
www.old-oaks.com



Enjoy chilled with you friends