

NEW! The QUASEP Program with Select Wine Merchants

QUASEP is excited to announce a new program with Select Wine Merchants for Conciere brand premium well spirits. Designed to provide QUASEP members with exclusive access to an essential lineup of premium well spirits at competitive contract pricing, this program is reason to raise a glass and say “cheers!”

What is a well spirit?

Well spirits are the bottles the bartender would use most often, generally they are stored in front of the bartender in a row (this is called a well, or a rail). The well typically includes essential liquors used for house drinks. A “call” drink is when a drink is ordered by a specific brand (e.g. Belvedere Martini, Maker’s Manhattan, Seven and Seven, Jack & Coke, etc.).

Highlights of the QUASEP Program with Conciere Brand Premium Well Spirits Include:

- **Competitive, Contract Pricing:** Take advantage of contracted QUASEP’s contract pricing on Conciere brand vodka, gin, silver rum, silver tequila, triple sec, bourbon whisky, and Canadian rye.
- **Conciere Training & Educational Support Program:** Designed to help your servers and staff learn more about (and promote) Conciere premium well spirits to patrons, your location may be entitled to a return of \$10.00 for every case ordered.
- **Merchandising & Promotional Support:** *Looking to promote more cocktails?* Ask your Select Wine Merchants representative about available merchandising support tools.
- **High Quality, Premium Well Spirits:** Conciere sources the highest quality ingredients coupled with master distillers and blenders who have transformed the fruits, vegetables, botanicals, herbs and spices into a premium lineup of spirits that have been distilled in AAA rated facilities.
- **Exclusive Access:** The Conciere brand of premium well spirits is exclusively available to QUASEP members.

To learn more about this program and obtain pricing, please logon to QUASEP.ca > Marketplace > Select Wine Merchants or contact William Chan, Account Manager, QUASEP at 306.292.7228, or chan-william@aramark.ca.



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