

# French rabbit

The Most Profitable Display in the Wine World!



Stack cases 3 high by 2 deep



Open sleeve and slide over cases



Attach case card to top of sleeve



Final Display is 15" wide x 13" deep x 53" tall



Double your profits for just a few more inches!

	French rabbit 10 x 1L ePods	Glass bottles 12 x 750ml	French rabbit Advantage
<b>DISPLAY SPECS</b>			
Cases	8	3	5
Units	80	36	44
<b>FLOOR SPACE</b>			
Height (inches)	39.50	36.50	-3.00
Width (inches)	13.13	10.50	-2.63
Length (inches)	15.00	13.75	-1.25
<b>PROFITS**</b>			
Total Display Profit	\$265.60	\$119.52	122%
Profit per Sq. Foot	\$194.27	\$119.21	63%

\*\* The above is an EXAMPLE, based on suggested national pricing of \$9.99 and \$6.67 unit cost.

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## Case Opening Instructions



1. Punch perforated tab with index finger



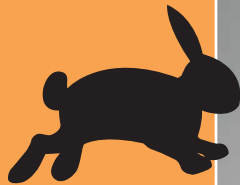
2. Pull up on perforated flap.

Do not use  
razor knife  
to open.



3. Remove flap or tuck into backside of case for display

Easy to Pour!  
Easy to Store!



One of the most profitable by-the-glass wines in the world!

5-oz Glass Price	\$4.50	\$5.00	\$5.50	\$6.00	\$6.50	\$7.00
<b>PROFIT PER CASE</b>						
French rabbit 10 x 1L ePods	\$230.30	\$263.30	\$296.30	\$329.30	\$362.30	\$395.30
Traditional 12 x 750ml glass	\$187.26	\$216.96	\$246.66	\$276.36	\$306.06	\$335.76
French rabbit advantage	\$43.04	\$46.34	\$49.64	\$52.94	\$56.24	\$59.54

\*\* The above is an EXAMPLE, based on suggested national pricing of \$6.67 unit cost and 5-oz glass pours.

