



Heidelberg Distributing
Jose Cuervo

RETAIL DISPLAYS THAT MOVE PRODUCTS



SINCE 1938, FAMILY-OWNED AND OPERATED HEIDELBERG DISTRIBUTING HAS MARKETING AND DELIVERED BEER, WINE, SPIRITS AND NON-ALCOHOLIC BEVERAGES TO RETAILERS THROUGHOUT OHIO. The Heidelberg family of companies has grown and diversified over the years, employing more than 1,600 associates and serving 26,000 retailers in all 88 Ohio counties.

Shamrock had provided Heidelberg with promotional products, sales kits, giveaways, incentive programs for sales reps and point-of-sale displays. Based on project successes, they asked Shamrock to go big: A retail display for Jose Cuervo single-serve pre-mixed margaritas that would fit within a 36"x36" footprint.

Embracing the opportunity to help Heidelberg drive sales, Shamrock designed and engineered an eye-catching, Jose Cuervo-branded freestanding display that maximized retail floorspace and placed more than 150 display units throughout Northeast Ohio.

THE SOLUTION

Combining splashy brand graphics, user-friendly functionality and quality, cost-effective print and production, Shamrock's Jose Cuervo display checked every box. Based on that Heidelberg success story, Proximo, owners of the Jose Cuervo ready to drink brand, asked Shamrock to print, assemble and distribute over 1,500 of these Jose Cuervo dump-bin displays to retailers in eight states. **In Virginia alone, 425 of the displays moved more than 500,000 beverage units totaling over \$1 million in sales.**

Next, Heidelberg tapped Shamrock to design a retail display for the two busiest seasons of the year: the holidays and Super Bowl. We designed and produced a display that showcased a selection of full-size Jose Cuervo and 1800 pre-mixed margaritas. Working within the designated 36" x 36" space, our designers went up instead of out, creating a 7-ft. tall tower display with a topper that super-sized brand exposure. **This POS display enabled retailers to exceed the standard 35-case display: Shamrock's display design nearly doubled product quantity, up to 63 cases.** We also sourced and branded a cooler as part of the display. To stretch the



budget, we designed and printed display graphics double-sided: One side Super Bowl-themed, the other holiday. An intelligent side fastener allowed for a quick flip—and considerable cost savings.

WHY IT WORKS

Heidelberg is a family company. They rely on vendor partners who reflect their culture and embrace their quality-driven mindset. Shamrock fits. We work with their team to create powerful brand experiences—from promotional products to high-impact retail displays—and to deliver the best in premium quality, on time, while containing costs.

