

# **RUSTICAN BEVERAGE MANUFACTURING**

## **PRODUCT**

Besides fishing and farming, Rustica is also well known for its beverage manufacturing –to round off the rustic cuisine. We offer deliciously smooth red wine made of dark purple grapes from north-eastern vineyards and a malty and sweet beer made of the best south-western barley. Our wine brand is called Uva and our beer brand is called Flavo - and we meet every taste!

## **PRICE**

Uva is a high-priced drink because the grapes used are very rare and can only be picked for a limited period of the year, during the pleasant but short spring. Between April and May the grapes are at their sweetest and tastiest. The king is always entitled to the first batch of the year. Otherwise Uva is popular with well-to-do Peacekeepers and Caretakers Rustica-wide and is also sold to wealthy tourists at 185 Auri a bottle. In addition, the heads of UBN are given a bottle as a birthday present every year.

Flavo is an affordable brand of beer, mainly enjoyed after work by the men and women of the Commonfolk. The barley used is very robust and can withstand all kinds of weather, even the strong typhoons that hit the island one to three times a year. Due to the constant availability of the barley, it is possible to buy the beer at only 3 Auri a bottle. This also makes it popular with tourists who are looking for low-priced offers.

## **PLACE**

Uva is exclusively sold in small specialist stores in the biggest ports along the North Coast. Some noble inns and guesthouses offer the wine together with their delicious fish dishes: the redfin carp is perfectly rounded off with the unique Uva taste. Some selected Rustican Peacekeepers and a few Caretakers as well as overseas inns are also supplied with Uva to offer to their guests.

Flavo is sold on large farms in South Rustica, to which the breweries are connected. Unlike Uva, the beer is available all over Rustica and is also served in northern pubs. In the South, savoury stews are usually eaten with it: Flavo tastes especially delicious with the traditional Rustican lamb and vegetable stew.

## **PROMOTION**

Uva and Flavo are both distributed through direct contact with the respective buyers at the point of sale, with Uva also being represented in carefully selected authorized shops. Uva also attracts attention by sponsoring the annual Honour Awards. From time to time ads of the wine brand are posted in other UBN newspapers.

Both beverage brands are also making a name for themselves throughout the UBN through word-of-mouth marketing.