

# 60 SECOND STORE PLACEMENT GUIDE

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## FAST, FUN FACTS:

- Fire Cider is a USDA-Certified Organic sweet, tart, and spicy concentrated apple cider vinegar and honey tonic, infused with roots, fruits, and spices.
- Fire Cider is NOT a ready-to-drink beverage. We recommend a tablespoon a day. At that rate, an 8oz bottle will last a little more than 2 weeks. That's less than a dollar a day!
- Fire Cider is NOT alcoholic. The main ingredient is raw, living vinegar.
- Fire Cider is shelf stable, even once opened, and has an 18 month shelf life.
- Fire Cider contains raw honey and should not be consumed by children under 2 years.
- Unsweetened Fire Cider does not contain honey and is suitable for vegans.

## TOP PLACES TO STOCK FIRE CIDER:

1. Supplements/Wellness/HABA. Most of our customers look for Fire Cider with the Cold and Flu, Allergy, Immune, and Digestion sets.
2. Functional or Living Foods.
3. Near Kombucha - If Kombucha were beer, Fire Cider would be whiskey!
4. Grocery Section with vinegars or specialty/gourmet foods.
5. Anywhere customers can try a sample of Fire Cider (see Fire Cider Sampling Guide).
6. Got a Juice Bar? Check out our 60 Second Juice Bar Placement Guide for further tips!

## SUPPORT MATERIALS AVAILABLE DIRECT OR THROUGH SELECT DISTRIBUTORS INCLUDE:

- Posters: 8x10 size and 11x17 size
- Product cards and recipe cards
- Fire Cider branded shot glasses (people LOVE these)
- Fire Cider stickers and temporary tattoos
- T shirts

## FULL INGREDIENT LIST FROM LARGEST TO SMALLEST QUANTITY (ALL CERTIFIED ORGANIC):

Apple Cider Vinegar, Wildflower Honey, Oranges, Lemons, Onions, Ginger, Horseradish, Garlic, Turmeric, Habanero Pepper, Black Pepper.

For additional information, please contact [Sales@FireCider.com](mailto:Sales@FireCider.com) or call 413.553.0739