

# Kespro's Alcohol price list catalogue

**The most important tool for Kespro's customers for planning drink lists and placing beverage orders all year round!** Kespro's alcohol price list catalogue is published in print and online on March 1, 2023 and is valid until 29.2.2024. You can buy advertising space for your product a full page, product highlighted row with an image or an advert that is a part of the Drinkkivinkki (Drink tip) content section. Drinkkivinkki (Drink tip) is produced by Kespro's content product team in a style that supports supplier's goals.

All advertising and marketing actions and contents in the alcohol price list catalogue should always first be agreed with the Kespro product manager responsible for the product via email ([firstname.surname@kesko.fi](mailto:firstname.surname@kesko.fi))

## Material instruction

All the information announcement materials and pictures of all products to be published need to be delivered according to these instructions given below by Monday, 9.1.2023. The content in text format needs to be delivered by email to your contact person in either doc, docx or txt format. Unfortunately any delayed content will not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.

### Alcohol price list advertisements

ADVERTISEMENT MATERIAL A4 (1/1 page)

A4 (210 x 297 mm) + 5 mm cutting allowance / 300 dpi /CMYK-color

CMYK-pictures: ISOcoated\_v2\_300\_eci.icc

Materials ready for print need to be delivered as a PDF-file to the address [www.kespro.aineistot.fi/alkoholihiinnasto](http://www.kespro.aineistot.fi/alkoholihiinnasto)

Contact information for questions: Advertising agency M1 / [kespro@m1.fi](mailto:kespro@m1.fi)

### Alcohol price list special product line highlighted with image

PRODUCT INFORMATION AND PRODUCT PHOTO REQUIRED FROM THE SUPPLIER FOR A SPECIAL PRODUCT LINE

Product description (max. 350-400 characters with spaces)

Printable embossed product image (300 dpi) (= high-quality image enough without background)

When delivering materials, please add a subject headline for the email: Kespro Alcohol price list 2023/ Special product line

Delivery to Kespro's product manager [firstname.surname@kesko.fi](mailto:firstname.surname@kesko.fi)

### Alcohol price list drink tip cocktail recipe (drinkkivinkki)

MATERIALS AND INFORMATION NEEDED FROM THE SUPPLIER FOR THE DRINKTIP/COCKTAIL RECIPE

The name of the cocktail/drink

Pre-tested recipe (brief & pithy)

Printable (300 dpi) embossed product image of the drink's main ingredient (=high-quality product image of the bottle)

When delivering materials, please add a subject line for the email: Kespro Alcohol Price list catalogue 2023 / Drinktip recipe

Delivery to: Kespro content production team's [ulla.telama@kesko.fi](mailto:ulla.telama@kesko.fi) AND Kespro's product manager responsible for the product [firstname.surname@kesko.fi](mailto:firstname.surname@kesko.fi)

**Any questions? Please contact us, we are happy to help.**

Ruut Laakso, purchasing manager for alcohol and beverages

[ruut.laakso@kesko.fi](mailto:ruut.laakso@kesko.fi) , phone: +358 (0)40 753 2825

