

# Alcoholic Beverages

## Price List

### MEDIA CARD 2024

The **Alcoholic Beverages Price List** is an important tool for Kespro customers who are designing drink lists and placing beverage orders throughout the year.

#### Schedule

The alcoholic beverages price list will be published both in print and online on **1 March 2024** and will be valid for one year, until **28 February 2025**. All necessary material must be submitted as instructed below by **13 December 2023**.

All featured product highlights in the Alcoholic Beverages Price List must always be agreed first by email (firstname.lastname@kesko.fi) with the Kespro product manager responsible for the product.

Kespro's contact person for any further questions: Ruut Laakso, ruut.laakso@kesko.fi

#### Advertisements

**ADVERTISEMENT MATERIAL A4**  
(1/1 page)

A4 (210 x 297 mm) + 5 mm cutting let out / 300 dpi / CMYK colours  
CMYK images: ISOcoated\_v2\_300\_eci.icc

The print-ready material must be delivered as a PDF file to [www.kespro.aineistot.fi/alkoholihiinnasto](http://www.kespro.aineistot.fi/alkoholihiinnasto)  
If you have further questions, please contact: Mainostoimisto M1 / kespro@m1.fi

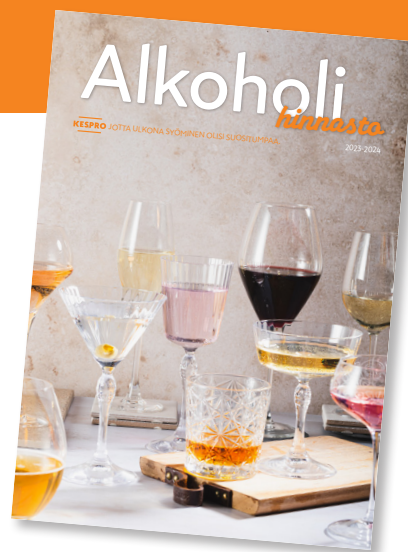
#### Product highlight lines with an image

**PRODUCT INFORMATION AND PRODUCT IMAGE REQUIRED FROM THE SUPPLIER**  
for product highlights with an image

- Product description (max. 350–400 characters with spaces)
- Printable extracted product image (300 dpi)

When submitting material, please enter the following as the subject of your email: **Kespro Alcoholic Beverages Price List 2024 / Special product line with image**

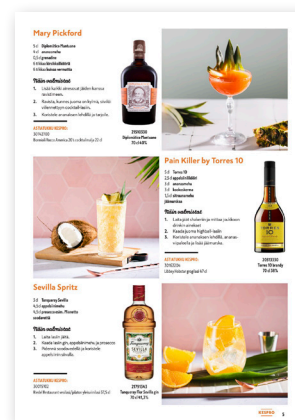
Submit to Kespro product manager  
firstname.lastname@kesko.fi



#### Cocktail Tip

**INFORMATION AND MATERIAL REQUIRED FROM THE SUPPLIER FOR A COCKTAIL TIP**

- Cocktail name and a tested and clear recipe
- Printable (300 dpi) extracted image of a bottle of the main drink ingredient
- Product sample of the main ingredient used in the recipe



When submitting material, please enter the following as the subject of the email:

**Kespro Alcoholic Beverages Price List / 2024 / Cocktail Tip**

Enter the following as recipients of your email:

Kespro content creation team: ; and the product manager for the product: [firstname.lastname@kesko.fi](mailto:firstname.lastname@kesko.fi)

The delivery of the product sample is agreed with the product manager.

#### Contact information for any further questions

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