


## BISH CREATIVE

### PATRON SUMMER BLITZ

The objective was to capitalize on the high-volume summer months by providing tools that work in both off premise liquor stores, grocery, luxury liquor stores as well as on premise bars, lounges resorts etc.
These pieces needed to be congruent and share the same message of perfection by Patron. As everyone today lives in a mobile society, Patron wanted to supply tools that were fun, different and unique to the retail establishment.
See more on Patron Summer Blitz on our Website.

**ADDRESS:**945 TELSER RDLAKE ZURICH, IL 60047
**CALL:**(847) 438-1500
**WEBSITE:**WWW.BISHCREATIVE.COM

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WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625