



**BEVERAGE PACKAGES
- UPSELLING PROJECT OVERVIEW -**

MSCPL Marketing Genoa, February 6th, 2024



For internal use only

UPSELLING OPTION - OVERVIEW

WHAT?

This option is reserved exclusively on board.

Upselling option is available to all Guests who purchase alcoholic all-inclusive beverage packages **Easy, Easy Plus, Premium Extra or Thirsty, Thirsty Plus**, and who want to enjoy **cocktails, spirits and/or wines by the glass** that are not included in their package. Guests will pay only the price difference between the package allowance and the à la carte price of ordered drinks.

Beverage gratuities will be applied to the price difference for above drinks not included in the package.

WHERE?

Entire MSC fleet

Considering that Upselling covers only alcoholic drinks, it will not be available during calls in Saudi Arabian ports.

WHEN?

Winter 23-24 and summer 2024

HOW?

It is applicable to **all Guests with prepaid beverage package**, independently when the package was booked and whether the package has been purchased add-on or in promo. Of course, the Upselling option is applicable also to packages purchased on board.

OTHER?

The **Yacht Club experience** (Premium Extra package included) will also benefit from Upselling option.



UPSELLING DISCOUNTS

EASY PACKAGE

- Guests will pay the difference between the package allowance equal to **€7 / \$8**, and the price of the cocktail, spirit, or wine by the glass not included in their package.
Example: Guests with Easy Package order a Bacardi Mojito priced at €9/\$10, so they pay only €2/\$3 plus 15%/18% beverage gratuities applied on €2/\$3.
- All original packages T&C's apply also on upselling option: Easy Package covers drinks served in our bars, buffet, main restaurants and private islands. Specialty restaurants and signature venues are excluded.
- Since the Easy package does not have the allowance amount specified in packages description, the allowance is mentioned in the bar/wine lists fleetwide.

EASY PLUS PACKAGE

- Guests will pay the difference between the package allowance equal to **€9 / \$10** and the price of the cocktail, spirit, or wine by the glass not included in their package.
Example: Guests with Easy Plus Package order a Macallan priced at €14/\$16, so they pay only €5/\$6 plus 15%/18% beverage gratuities applied on €5/\$6.
- All original packages T&C's apply also on upselling option: Easy Plus Package covers drinks served in our bars, buffet, main restaurants, speciality restaurants and private islands. Signature venues are excluded.

PREMIUM EXTRA PACKAGE

- Guests will pay the difference between the package allowance equal to **€14/\$16** and the cost of the cocktail, spirit, or wine by the glass not included in their package.
Example: Guests with Premium Extra Package order a Remy Martin XO priced at €17/\$24, so they pay only €3/\$8 plus 15%/18% beverage gratuities applied on €3/\$8.
- All original packages T&C's apply also on upselling option: Easy Plus Package covers drinks served in our bars, buffet, main restaurants, speciality restaurants and private islands. Signature venues are excluded.

UPSELLING DISCOUNTS

THIRSTY PACKAGE

- Guests will pay the difference between the package allowance equal to **US\$ 4.75** cocktails, **US\$ 3** spirits, **US\$ 2** wines by the glass and the price of the cocktail, spirit, or wine by the glass not included in their package.
- All original packages T&C's apply also on upselling option: Thirsty Package covers drinks served in our bars, buffet, main restaurants and private islands. Specialty restaurants and signature venues are excluded.
- Since the Thirsty package does not have the allowance amount specified in packages description, the allowance is mentioned in the bar/wine lists fleetwide.

THIRSTY PLUS PACKAGE

- Guests will pay the difference between the package allowance equal to **US\$ 5** and the price of the cocktail, spirit 50ml, or wine by the glass not included in their package.
- All original packages T&C's apply also on upselling option: Thirsty Plus Package covers drinks served in our bars, buffet, main restaurants, speciality restaurants and private islands. Signature venues are excluded.



UPSELLING – ON BOARD COMMUNICATION

Ships sailing European itineraries and all itineraries where currency on board is Euro:
Emirates, South Caribbean and Red Sea.

Upgrade Your Drink Choice

If you're thirsting for a cocktail, favourite spirit or special glass of wine that's not included in your purchased beverage package, discounts are available to ensure you quench your thirst.

- **Easy Package holders**
save €7 discount on beverages priced more than €7.
- **Easy Plus Package holders**
save €9 on beverages priced more than €9.
- **Premium Extra Package holders**
save €14 on beverages priced more than €14.

Enjoy your beverage package responsibly and treat yourself to a discounted upgrade.

*Gratuities will be applied; discount offers are not available for buckets or bottles of beer.
Package terms and conditions at all times apply.*

Ships sailing North America itineraries and all itineraries where currency on board in USD:
South America (Brazil and Argentina) and Far East.

Upgrade Your Drink Choice

If you're thirsting for a cocktail, favorite spirit or special glass of wine that's not included in your purchased beverage package, discounts are available to ensure you quench your thirst.

- **Easy Package holders**
save \$ 8 discount on beverages priced more than \$
- **Easy Plus Package holders**
save \$ 10 on beverages priced more than \$ 10.
- **Premium Extra Package holders**
save \$ 16 on beverages priced more than \$ 16.

Enjoy your beverage package responsibly and treat yourself to a discounted upgrade.

*Gratuities will be applied; discount offers are not available for buckets or bottles of beer.
Package terms and conditions at all times apply.*



Ships sailing in South Africa (currency on board in US\$):

Upgrade Your Drink Choice

- **THIRSTY package holders**

If you're thirsting for a cocktail, favorite spirit or special glass of wine that's not included in your purchased beverage package, discounts are available to ensure you quench your thirst

save US\$ 4.75 on all cocktails priced more than US\$ 4.75

save US\$ 3 on all spirits priced more than US\$ 3 for a 50ml portion

Save US\$ 2 on all wines by the glass priced more than US\$ 2

- **THIRSTY PLUS package holders**

save US\$ 5 on all cocktails, spirits 50ml and wines by the glass priced more than US\$ 5

Enjoy your beverage package responsibly and treat yourself to a discounted upgrade.

Gratuities will be applied; this discount offer is available for cocktails, spirits 50ml and glasses of wine; it is not available for beers, shooters and spirits 25ml.

Package terms and conditions at all times apply.



UPSELLING - FAQ

Q: Which drinks are eligible for upselling (included in upselling option)?

A: Cocktails, spirits and wines by the glass.

Q: Which drinks from the bar list are not eligible for upselling?

A: Beers, soft drinks, non-alcoholic cocktails and hot drinks. Moreover, all package rules apply also on upselling: food items in bars and speciality restaurants, tobacco, souvenir glasses, ice cream menu, retail items, minibar, room service, promotions, and signature venues are not eligible for upselling regardless of the price.

Q: Are beverage gratuities applied on upselling?

A: Yes, beverage gratuities are applied to the price difference that will be effectively paid by the guests.

Q: Where is upselling applicable?

A: In bars, main restaurants and buffet. Furthermore, it's also applicable in speciality restaurants but only for the guests with Easy Plus, Premium Extra package and **Thirsty Plus package**. Easy package and **Thirsty package** are not valid in speciality restaurants and all original package rules also apply on upselling option.

Thank you!

