

In conversation with LACASCARA

Find out about selling on Amazon.DE

LA CASCARA

LACASCARA is one of the fastest-growing newcomer spirit brands on Amazon.DE in 2024. They are selling premium Aperitivo and achieved mid-six-figure range sales within a few days after their launch.



Good customer service and a high level of trustworthiness are important key factors for us when choosing an online retailer to offer our products. Amazon is the right partner for this.

- Lisah Dietrich* & Constantin Müller
Co-founders of LACASCARA

*Female Distiller of the Year 2024: Lisah Dietrich receives the title "Female Distiller of the Year". One of the highest awards in the wine and spirits industry.



Please tell us about your business and your story of selling on Amazon:

LACASCARA is the premium Aperitivo with the taste of Cascara, grapefruits and raspberries - without artificial additives and free from pesticides. As an innovative Cascara Aperitivo Startup, we combine responsible enjoyment with meaningful things. With our LACASCARA Aperitivo and LACASCARA Spritz products, we want to offer a useful, natural and high-quality alternative to existing products on the market.

For us, everything revolves around the Cascara fruit — the red pulp of the coffee cherry that covers the coffee bean and has remained unused so far. By using cascara, we provide coffee farms with additional, much-needed income and support coffee farmers in building and maintaining a sustainable business. Produced in Germany, we combine traditional craftsmanship with inventiveness and completely avoid artificial colors and flavors. As a member company of the [BSJ](#), we advocate responsible use of alcohol.

On April 15, 2024, we presented LACASCARA in the VOX start-up show “Die Höhle der Löwen” and were able to win Tillman Schulz as an investor. Since then, LACASCARA products have been in high demand on Amazon throughout Germany and have been sold thousands of times.

What motivated you to start selling on Amazon?

Amazon enables us to reach a large number of potential customers and scale our company quickly. Good customer service and a high level of trustworthiness are important key factors for us when choosing an online retailer to offer our products online. Amazon is the right partner for this. The combination of brand store, paid ads and A+ content (brand story) enable an optimal brand experience with moving images and high-quality photos. The user-friendliness and the simple listing process make it easy for us to sell LACASCARA quickly and efficiently online.

Many customers trust Amazon and prefer to buy products sold through Amazon, which can lead to higher sales figures. Especially with a premium Aperitivo, customers expect that the product can also be ordered online and delivered within a very short time. Amazon's credibility enables us to create trust in ourselves as sellers and thereby generate new customers.



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In what ways has selling on Amazon impacted the overall growth and profitability of your business

Due to the parallel TV broadcast, the product launch on Amazon was successfully carried out which exceeded our expectations. Within a few days, several thousand orders were received and sales in the mid-six-figure range were achieved. Around 30 percent of sales were generated on Amazon. LACASCARA has thus established itself as one of the fastest-growing newcomer spirit brands within a short space of time.

What were the initial challenges you faced when starting your Amazon business and how did you solve them?

As a premium Aperitivo startup, it is important for us to be able to present the brand with its USPs (unique selling points). We have developed and implemented our own in-house usability strategy for our Amazon Brand Store.

The multitude of [functions](#) offered by Amazon and the creation of a professional brand store require training time and human resources at the beginning. Once you have understood the functions, it is easy to set up - also with the help of Amazon employees.

We were able to connect our inventory management system using established solutions and integrate automation (e.g. for sending invoices).

[Learn more about brand owner benefits](#) ↗

How did you initially drive traffic, visibility and sales to your new Amazon product listings?

In our case, the launch on Amazon was linked to the broadcast on TV, which automatically led to high visibility and a high ranking due to the large number of orders. Nevertheless, it is important for us to include relevant search terms in the products and at the same time to place Sponsored Product Ads and Sponsored Brand Ads for selected search terms.

What marketing tactics have you found to be the most effective for your Amazon business?

A combination of several marketing measures has proven the success for LACASCARA: We use Sponsored Product Ads and Sponsored Brand Ads to bring users to our products and our brand store. Moving images have proven to be particularly effective for us with Sponsored Brand Ads. At the same time, we place advertisements on social networks and work with influencers and content creators to increase our brand awareness of LACASCARA Aperitivo and LACASCARA Spritz.

Paid ads are not only profitable for us in the long term to increase brand awareness, but also in the short term in terms of product sales, as they arouse the interest of potential new customers. We also see a direct increase in sales from product discounts.



What are the key factors that have contributed to your success on Amazon?

LACASCARA offers a unique and incomparable taste experience of the cascara fruit. The quality of the product is always crucial to success, but excellent customer support and fast shipping have also contributed to LACASCARA's success on Amazon. We have a high repeat purchase rate, and buyers often choose LACASCARA based on recommendations. Good customer feedback and very high customer reviews help new customers to trust LACASCARA.

What promotions and strategy have you used for your products on Amazon?

To effectively plan and coordinate offers on Amazon, we analyze data to identify the best sales times and use the summer season, which is our top sales season, as well as shopping events such as holidays (Christmas, Mother's Day) or occasions such as Beverage Week or Black Friday. A promotions calendar helps us coordinate offers throughout the year. By optimizing product listings with high-quality images and detailed descriptions, using Amazon advertising and combining coupons and discounts, we maximize visibility and conversion rates.

As a seller, we offer limited-time discount promotions. LACASCARA Aperitivo can be purchased as a single bottle or in various bundles (e.g. as a bundle of 3 or as a lion-bundle in combination with 2x LACASCARA Spritz). We offer a discount on the bundles. We also offer customers discounts on a monthly subscription basis, which allows customers to secure a price advantage.

What do you want to achieve in the next 12 months, what are your priorities for the upcoming year?

We are developing other interesting products and bundles and are looking forward to presenting them to our customers.

After the very successful Germany-wide launch, we are now particularly interested in evaluating and analyzing all the data in order to initially increase sales within Germany. The first step towards internationalization is to expand into German-speaking Europe. We would then like to offer our products in other European countries.

How do you stay up-to-date with the latest Amazon seller trends and best practices?

We are very happy that we have a strong partner in Amazon who keeps us informed about relevant trends on the platform. Through regular communication with the Amazon team, we receive constant updates and training on the most important innovations on Amazon and have the opportunity to gain insights into trends within the spirits industry on Amazon.

Contact us for more information [↗](#)



What advice would you give to someone who is just starting to sell on Amazon?

It is important to distinguish whether you as a retailer want to offer a wide range of products or whether you as a manufacturer (brand) want to use Amazon. For manufacturers, a brand page and high-quality A+ content are extremely important. As a retailer, it is important to offer good prices and the best possible support (fast shipping, low return rate) in order to be shown as high as possible in the rankings. In both cases, you should plan a budget for paid ads in order to become visible.