

**OTR'S BOTTLED, CRAFT COCKTAILS  
BRING NATURAL, REFRESHING, BAR  
QUALITY, BALANCED COCKTAILS TO  
CONSUMERS AT THE SAME SPEED AS  
CRAFT BEER AND FINE WINE.**

**OTR IS CHANGING PERCEPTION BY  
CREATING A NEW PREMIUM, CRAFT  
COCKTAIL CATEGORY WITHIN THE RTD  
SPACE. IN CONTRAST TO MOST RTD'S  
MADE WITH ARTIFICIAL INGREDIENTS  
AND HEAVY SUGARS, OTR IS MADE  
WITH QUALITY SPIRITS, NATURAL  
INGREDIENTS, AND NO PRESERVATIVES.**




BAR QUALITY | SPIRIT BASED | ALL NATURAL | NO PRESERVATIVES  
PREMIUM INGREDIENTS | AWARD WINNING



- **RTS-RTD:** Bar Strength Cocktail in a bottle.....Just pop and pour!
- **HIGH ABV:** All Cocktails are 20% ABV & 35% ABV(Old Fashioned)
- **Beam Suntory Partnership**

## Sampler Key Messaging to consumers

**BRINGING THE  BAR TO → YOU**

**BRINGING  
THE  BAR  
TO → YOU**



## THE OTR BRAND IS BASED ON A FEW BASIC PRINCIPLES:

- 1 A CONTEMPORARY  
TAKE ON COCKTAILS
- 2 EVERYTHING REVOLVES  
AROUND PREMIUM QUALITY
- 3 SIMPLICITY IN USE, DESIGN  
AND EXPRESSION

THESE ELEMENTS REFLECT THE QUALITY OF THE PRODUCT, THE INNOVATION IN THE INDUSTRY AND THE APPROACH THAT ON THE ROCKS PREMIUM COCKTAILS IS A LIFESTYLE BRAND AS WELL AS A TOP TIER PRODUCT. WE ARE A BRAND THAT BACKS UP A SIMPLE IDEA, SIMPLE PRODUCT BUT WE DO IT BETTER THAN THE REST.

# Brand 3 different sizes with 6 cocktail view

Aviation



Cosmo



JPM



Mai Tai



Margarita



Old Fashioned



