

Highclere Castle Gin Tastings

Table set up

- Tablecloth or brand runner
 - Leave behinds, butler guides if available
 - Lapel Pins
 - Bottle pedestal and bottle display
 - Bottles on table or on adjacent bin display for consumer purchase
- We do not want customers to have to go the gin section to get to purchase, which often results in a lost spontaneous sale



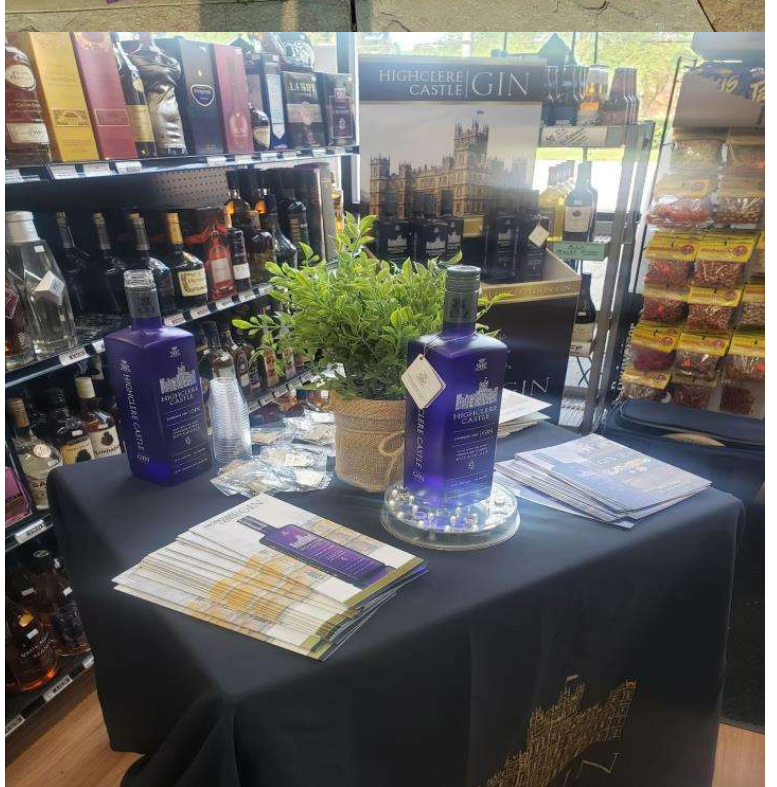
Serving

- Neat pours to encourage vodka and gin consumers to experience how silky smooth the gin is, unlike any they have tasted
- This also allows more interaction time with customers when not needing to tend to cocktail preparation

Consumer Engagement

- See page 3 to reference key phrases to intrigue customers to sample.
- Many vodka drinkers are apprehensive to taste gin. Letting them know Gin is produced similar to vodka with gin going a step further by adding botanicals to the distillate.
- The botanicals add layers of flavors for more interesting at home cocktails without the added fuss of needing a lot of ingredients







Highclere Castle Gin Tastings Engagement with Consumers

Opening Teasers:

“ Can I interest you in sampling a very unique gin while you shop the store”

“ If you are a vodka drinker, you will be pleasantly surprised how much you will love the gin”

“ Would you like to try the most awarded gin of 2020 and thus far in 2021” ?

“ If you or your family know of the TV series “Downton Abbey”, they will be delighted to be gifted a bottle of Highclere Castle Gin. With a bottle purchase you also receive a limited edition pin of the Castle, that fans will absolutely adore”.

Why the gin is so unique?

“ It can be used as a replacement for any vodka cocktail, including Bloody Mary’s, with Lemonade, with juices, tonic’s and it also makes the most amazing Negroni’s.”

“The botanicals are grown at the castle estate, some over 1000 year old plantings. The heirloom quality are far superior to commercial fruit and herbs used in other spirits.”

“ With no chemical or sugar additives, Highclere always tastes fresh, natural, smooth and never out of balance. How that is achieved is by the addition of prized oats to the botanical blend that are also grown at the estate. The oats actually gives the gin a creamy like finish, making it the most versatile gin for any style cocktail and sensational in a martini.”

“We sample the gin neat at room temperature to showcase how elegant this gin is compared to all others. In most London Dry style gins, often you feel a slight burn at the back of your throat as well as heavy pine notes if you sampled them neat. That is why most gins are sampled as a cocktail that can mask any unpleasant tastes.”

To close a sale

“We are on feature today at \$32 .99 / \$34.99 which is a very reasonable price for such a well crafted gin. And the custom designed bottle also can be reused as a vase or to premix your cocktail and serve in it. In natural light the purple hues of the bottle really dazzle.”

“If you are going to a bbq or family/ friend outing this weekend, there will sure to be Downton Abbey fans there, as there are 250 million fans worldwide. Bring this bottle to your event and you will delight them and it will be a real conversation starter”.

“Each bottle purchased today comes with a limited edition Highclere Castle lapel pin, also great to give to any Downton Abbey fan.”

“The Downton Abbey 2 movie sequel is being released next spring. The TV series is still so popular that each season is being replayed on PBS and streamed on Netflix. You can enjoy the series while sipping a piece of history from that show in your glass, Highclere Castle Gin.”