

INTRODUCING
BATCH & BOTTLE

PREMIUM PRE-BATCHED COCKTAILS

A RANGE OF LUXURIOUS PRE-MIXED COCKTAILS FROM SOME OF THE MOST ICONIC GLOBAL SPIRITS BRANDS

WITH BATCH & BOTTLE, SERVING BAR-QUALITY COCKTAILS AT HOME IS FINALLY AS EASY AS OPENING A BOTTLE OF WINE. SIMPLY:



CHILL



POUR



GARNISH



milagro
 Tequila

MARGARITA | 26% ABV

A Milagro Margarita is like taking a sip of sunshine. It's the perfect combination of tequila, tangy lime juice and the right amount of sweetness. Welcome to a Brighter Side of Tequila with this ready-to-serve cocktail.



REYKA

RHUBARB COSMOPOLITAN | 25% ABV

Plummet into adventurous Icelandic depths with this playful Rhubarb Cosmopolitan. The glacial Reyka Vodka harnesses natural rhubarb whilst mingling with tangy blood orange and zingy fresh lime to create an eruption of Icelandic intrigue. A classic Cosmo reimagined by the land of fire and ice.



MONKEY SHOULDER

LAZY OLD FASHIONED | 35% ABV

An Old Fashioned should be no-nonsense. So what better malt for the job than one that's made to mix? We've combined Monkey Shoulder's rich, vibrant and smooth blend with bold, bespoke bitters and golden sugar to give you the legendary Old Fashioned.



Glenfiddich

SCOTCH MANHATTAN | 30% ABV

The mighty Manhattan needs a mighty scotch. So we've chosen a bold contender – Glenfiddich. This bright and balanced single malt soothes the sharp bitters and envelops the sweet vermouth, creating a cocktail that is both bold and delicate.



HENDRICK'S

GIN MARTINI | 35% ABV

This Gin Martini is the unmistakable art of Master Distiller Ms. Lesley Gracie, in collaboration with five world-class bars. Distilled with the unlikely inclusion of cucumber and rose, and replete with undertones of floral, citrus and herbal curiosity.



EACH BOTTLE IS 375ML, AND CONTAINS A RECOMMENDED 4-5 POURS



BATCH & BOTTLE

PREMIUM PRE-BATCHED COCKTAILS

REYKA
VODKA

MONKEY
SHOULDER

milagro
VODKA

Glenfiddich

HENDRICK'S
DISTILLED IN PORTLAND, OREGON
GIN

IN COLLABORATION WITH SOME OF THE WORLD'S TOP BARS, WILLIAM GRANT & SONS' EXPERT DISTILLERS, BLENDERS AND AMBASSADORS DEVELOPED BATCH & BOTTLE TO SHOWCASE THE VERY BEST OF THESE SPIRITS.

BATCH & BOTTLE PROVIDES A NEW CONSUMER ENTRY-POINT INTO THESE WILLIAM GRANT & SONS BRANDS, REINFORCING THEIR APPROACHABILITY AND COCKTAIL POTENTIAL

THE MARKET IS PRIMED FOR WILLIAM GRANT & SONS TO TAKE PREMIUM BATCHED RTDS MAINSTREAM:

READY-TO-DRINK (RTD) BEVERAGES ARE ON PACE TO SELL **ONE BILLION 9L CASES** ANNUALLY BY 2025

CLEAR MARKETPLACE DEMAND: IN LIMITED 2022 ROLL-OUT, BATCH & BOTTLE DELIVERED WG&S US' LARGEST Y1 EVER

CANNED RTD CATEGORY LARGE BUT SATURATED; BOTTLED READY-TO-SERVE COCKTAILS TARGET ELEVATED GROUP OCCASIONS FOR INCREMENTAL GROWTH

TARGET CONSUMER

SOPHISTICATED TREAT-SEEKERS WHO KNOW—AND RECOGNIZE THE VALUE OF—PREMIUM SPIRITS LIKE MILAGRO, HENDRICK'S, MONKEY SHOULDER, GLENFIDDICH AND REYKA:

- 35-55 YEARS OLD
- HHI: \$75K+
- URBAN/SUBURBAN

TARGET OCCASION

THE "SPECIAL EVERYDAY": SHARED MOMENTS AT HOME WITH FRIENDS AND FAMILY WORTH GETTING DRESSED UP FOR, SUCH AS:

- DATE NIGHT AT HOME
- DINNER PARTIES AT HOME

FULL-YEAR A&P PLAN TO BUILD BRAND AWARENESS AND DRIVE EXTENSIVE TRIAL

- DIGITAL MEDIA
- OWNED/PAID SOCIAL
- PR
- INFLUENCER
- EXPERIENTIAL
- PARTNERSHIPS/SPONSORSHIPS
- ECOMM (AWARENESS/TRIAL)
- CONSUMER REVIEW GENERATION
- CONSUMER SAMPLING

PRIORITY WINDOWS:

- MARCH-MAY (MARGARITA LAUNCH)
- NOVEMBER-DECEMBER (HOLIDAY HOSTING/GIFTING)



TRADE POSITIONING

WILLIAM GRANT & SONS HAVE CREATED A RANGE OF PREMIUM PRE-BATCHED, READY-TO-POUR COCKTAILS, LEVERAGING OUR EXPERTISE AND SOME OF OUR MOST ICONIC SPIRITS BRANDS TO BRING THE COCKTAIL BAR EXPERIENCE TO HOMES

TRADE MISSION

TO SHOW CONSUMERS THAT SERVING STUNNING COCKTAILS AT HOME CAN BE AS EFFORTLESS AS OPENING A BOTTLE OF WINE
TO DRIVE TRIAL THAT LETS CONSUMERS SEE FOR THEMSELVES THAT BATCH & BOTTLE DELIVERS THE HIGH-QUALITY FLAVOR THEY EXPECT FROM WILLIAM GRANT & SONS BRANDS