

# BATCH & BOTTLE

PREMIUM PRE-BATCHED COCKTAILS

## MONKEY SHOULDER®

### LAZY OLD FASHIONED

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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 blend with bold, bespoke bitters and golden sugar to give you a legendary Old Fashioned. 35% ABV

***Chill and pour over ice.***

***Garnish with an orange twist.***

#### **Pairing Suggestions:**

- Cheese Board —
- Cured Meats —
- Chocolate —





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## Glenfiddich®

### SCOTCH MANHATTAN

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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 both bold and delicate. 30% ABV

***Chill and pour neat.***

***Garnish with an orange twist.***

#### **Pairing Suggestions:**

- Burgers —
- Grilled Vegetables—
- Dark Chocolate —

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## HENDRICK'S<sup>®</sup> GIN MARTINI

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, with undertones of floral, citrus and herbal curiosity. 35% ABV

***Freeze or stir over ice for extra chill.***

***Garnish with a cucumber slice.***

### **Pairing Suggestions:**

- Chilled Seafood —
- Greek Salad —
- Steak —





# Key Takeaways

1. There are four key messages we want consumers to hear:
  - The quality of the spirits
  - The quality of the cocktails (at a competitive price)
  - The target occasions where they should think about us (upgraded at-home entertaining)
  - The ease of serve: Chill, Pour & Garnish
2. We cannot serve these if they haven't been fully chilled—warm cocktails will turn consumers off!
3. We have a full suite of POS tools available, so work with Region Marketing in advance to assess and get what you need
4. Full and timely post-event reporting is key for measuring how this brand is resonating with consumers early

# Serving guidelines

- These are full-proof cocktails, so don't pour larger samples or more samples than you would for a typical spirit (0.5oz/cocktail max)
  - Follow local guidelines and reach out with questions
  - At .5oz/pour, 1 bottle will serve ~25 pours. Thus, 1 bottle per variant should be enough for most sampling events, but use local judgment on quantities
- **Product must be fully chilled** (flash-chilled at start of event, then kept on ice): warm cocktails are worse than no cocktails!
  - Should arrive early enough to flash chill (~30 minutes before event)
  - Branded bucket will hold 4 bottles; might need a cooler for larger events
  - *When possible*, follow best practices to provide *extra* chill to Hendrick's Martini and Reyka Cosmo:
    - Stir Martini briefly over ice
    - Shake Cosmo briefly over ice
- *When possible*, enhance the cocktails with a bit of citrus:
  - Express an orange peel over the Manhattan or Old Fashioned, then discard
  - Express a lime peel over the Cosmo, then discard
  - *Note: The Martini normally calls for a cucumber garnish, but you can't express a cucumber, so to keep things easy, we won't garnish that one during sampling*



# Key consumer messaging:

- Batch & Bottle is a range of premium pre-batched cocktails, **each developed to showcase one of the world's best spirits**: Hendrick's Gin, Glenfiddich Single Malt Scotch Whisky, Monkey Shoulder Blended Malt Scotch Whisky, and Reyka Vodka.
- Batch & Bottle delivers **the same high-quality cocktails you'd get at your favorite bar**, but at a fraction of the price, with 4-5 recommended servings per bottle.
- With a range of cocktails for every palate and multiple servings per bottle, **Batch & Bottle is perfect for entertaining at home**, elevating date nights or dinner parties to something special and memorable.
- With Batch & Bottle, serving reliably high-quality cocktails is **finally as easy as opening a bottle of wine**. Simply:
  1. Chill
  2. Pour
  3. Garnish(Varietal-specific chilling and garnishing directions can be found on the sampling tray, the product brochure, and the back of the bottle)



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# Event recapping

- After each event or set of events, please provide information on:
  - Event date and location
  - Number of consumers served, samples poured, and bottles sold
  - Picture(s) of the sampling set-up
  - Where possible, consumer demographic info
  - Where possible, qualitative feedback on consumer reactions
- Later in 2022, information will be provided on formatting data to feed into WG&S's GreatVines API; for now, please provide the above in a spreadsheet to your Region Marketing representative.

