BATCH&BOTTLE

MONKEY SHOULDER®

LAZY OLD FASHIONED

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. <u>35% ABV</u>

Chill and pour over ice.

Garnish with an orange twist.

Pairing Suggestions:

- Cheese Board—
- Cured Meats—
- Chocolate —





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Glenfiddich.

SCOTCH MANHATTAN

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

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.

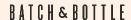
Pairing Suggestions:

- 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.







