

You've Been Served.

ON-PREMISE STRATEGIES
FOR A SATURATED MARKET

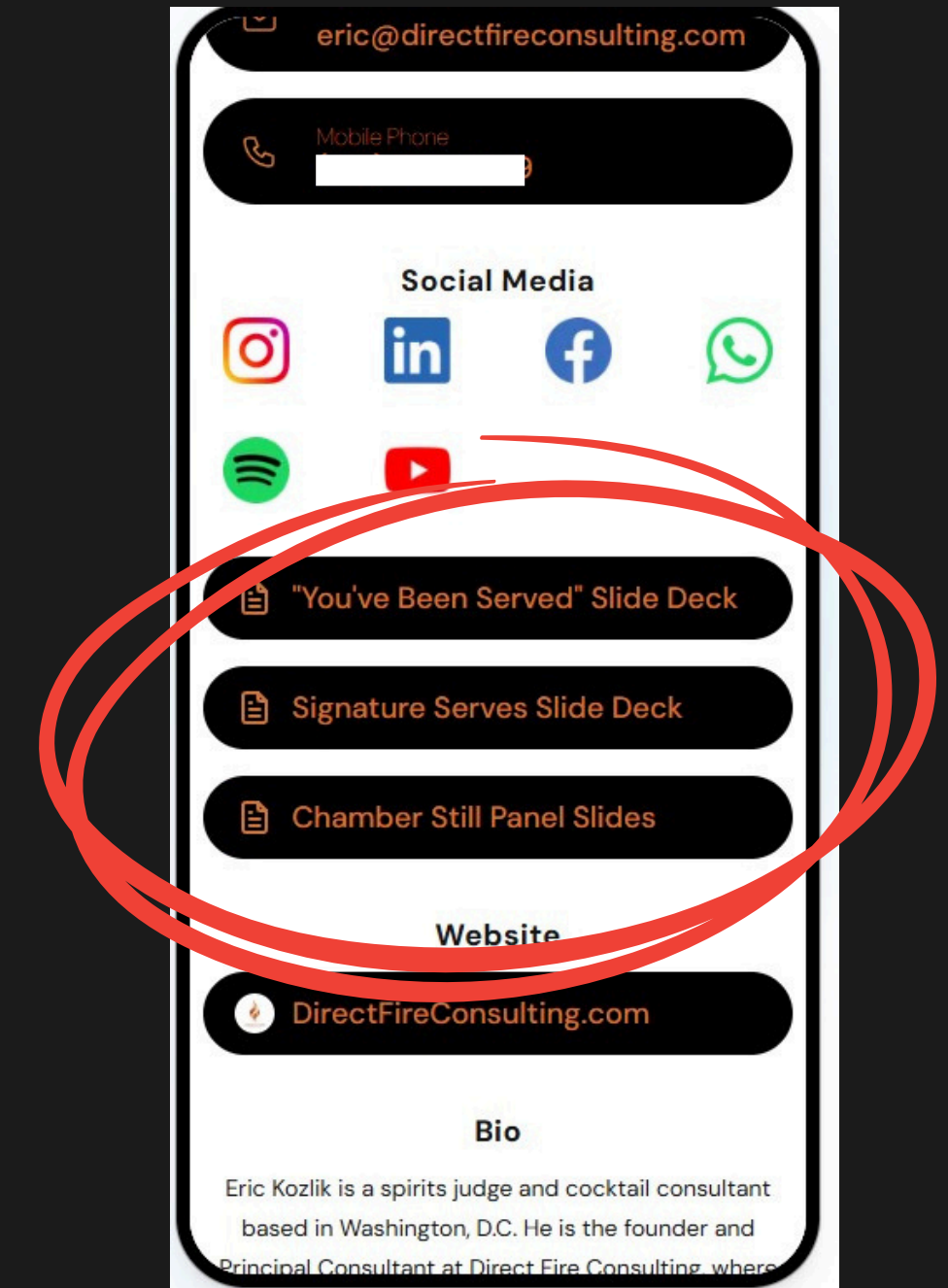
ERIC KOZLIK

PRINCIPAL, DIRECT FIRE CONSULTING
HOST, THE MODERN BAR CART PODCAST





Connect and Download Slides & Resources



The Rundown



THE PROBLEM

Why many craft distillers are unable to scale their on-premise accounts



THE MATRIX

Four basic strategies for matching your sales approach to your portfolio type



BEST PRACTICES

How to apply these strategies and build lasting on-premise partnerships

The Problem:

The On-Premise
is Unfriendly
to Craft Brands.

The Problem:

- “Consumers prefer macro brands to craft”
- “I don’t have the resources to manage accounts”
- “Bartenders move around too much”
- “People are drinking less, but not better”
- “My products are made for sipping, not mixing”

The Solution:

POSITIONING

The Solution:

POSITIONING

The clarity achieved when:

- barriers to purchase are eliminated
- incentives to purchase are illuminated.

Answer the question:

“Why should I kick an existing bottle off my back bar / rail and replace it with yours?”

WHO IT'S ABOUT

White Label

About the Bar /
Distiller does the work

Signature Serve

About the Distiller /
Distiller does the work

Custom Cocktail

About the Bar /
Bar does the work

Pours/Pairs/Picks

About the Distiller /
Bar does the work

WHO DOES THE WORK



Price Point

Portfolio Style

	Focused	Specialized	Diverse
Premium	FP	SP	DP
Craft	FC	SC	DC
Value	FV	SV	DV

Types of Spirits Brands

- What is the positive case for your price point?
- What are the advantages of your portfolio style?

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Types of Spirits Brands

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White Label Products

Pros

- Efficient, high-output
- On-premise incentivized to push sales
- Targeted at high-volume venues or restaurant groups

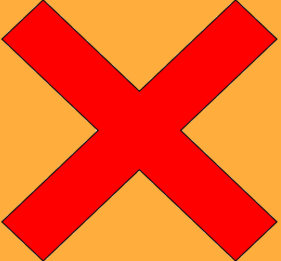
Cons

- Guest doesn't see your brand
- Lots of work on the front-end
- Requires maintenance and follow-up



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White Label

About the Bar /
Distiller does the work



***St. Regis Barrel Select Gin
By Alpine Distilling***



***Cotton & Reed "The Emu Queen's Share"
at Silver Lyan***

White Label Pitch:

“Could I persuade you to replace your existing [“x”] if I could make you a custom version with your brand on the label?

(bonus:) “for the same price?”

White Label Execution

1.



2.



3.

EDUCATE & ENGAGE

- Get the bar team involved in product development
- Teach them how to be good ambassadors for your brand.
- Sample other products

INK ON PAPER

- Get volume commitments based on sales data.
- Negotiate for what you want: brand name on label, quarterly menu placement, order frequency, etc.

FOLLOW UP & SCALE

- Check in on your account!
- Use as template for pitching additional white label products

Signature Serves

Pros

- Simple, cost effective
- Viral potential
- Great use case for a flagship product

Cons

- Can't be made with just any product
- Difficult to develop
- Require a lot of marketing energy



Signature Serves

A “Signature Serve” cocktail is a simple, viral cocktail that celebrates a specific product by a specific brand.

DARK 'N STORMY



PAINKILLER



JÄGERBOMB



APEROL SPRITZ

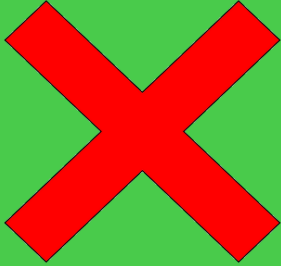
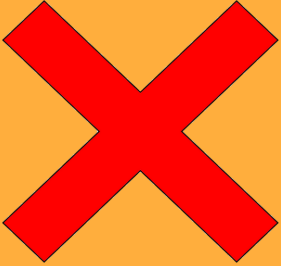


Best For Products That...

- Stand on their own; don't merely fill a portfolio gap
- Exist at a cocktail-friendly price point
- Appeal to a wide audience (or aspire to!)
- ...And yet still offer a unique/specific value proposition

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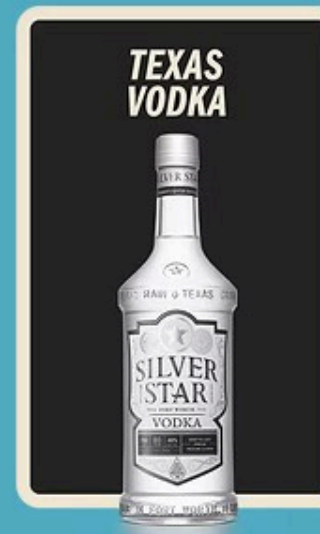
Signature Serve

About the Distiller /
Distiller does the work

Silver Star Spirits



***FIND YOUR
TEXAS SPIRIT***



DEVIL'S GRIN | TEXAS GIN

About UsCocktailsPressContact

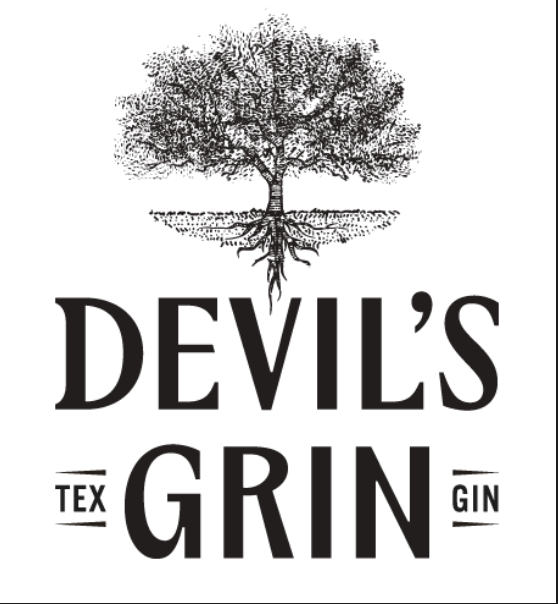
BUY NOW



Something
UNEXPECTED



San Francisco World Spirits Competition



TEXAS GIN



LEARN MORE

TEXAS HONEY WHISKEY



LEARN MORE

TEXAS WHISKEY



LEARN MORE

TEXAS VODKA



LEARN MORE

RANCH STYLE COFFEE



LEARN MORE

1849 STRAIGHT BOURBON



LEARN MORE



Bruichladdich

Port Charlotte



The Botanist

The Octomore



Custom Cocktails

Pros

- Less work for distiller
- Bartenders cross-pollinate
- Flex and evolve with trends

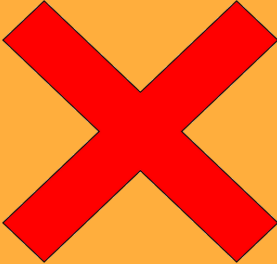
Cons

- Focus on bar/tender, not product/brand
- Smaller target audience
- Heavy investment in bartender education



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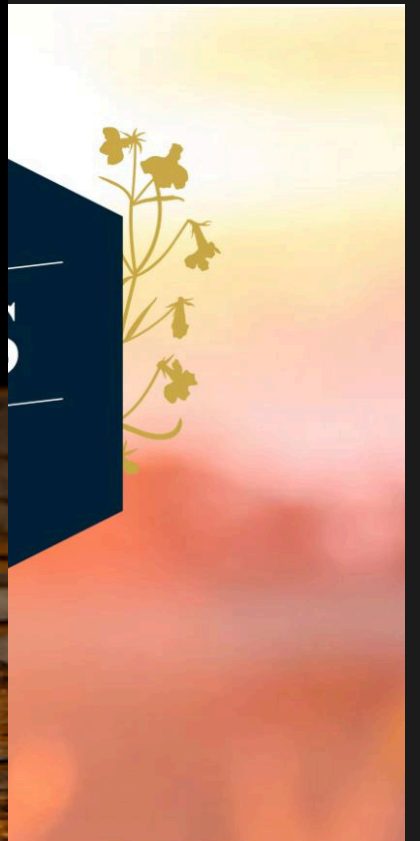
Custom Cocktail

About the Bar /
Bar does the work



**FOR VIRGINIA
BARTENDERS.**
Featuring Virginia Spirits.

The Virginia 
COCKTAIL GAMES



Pours, Pairings, & Picks

Pros

- Vertical/Horizontal multi-SKU potential
- Flight and barrel pick strategies “rhyme”
- Sends consumers off-premise (try before buy)

Cons

- Lower-density, smaller volume play
- Reliant on relationships
- Almost more marketing than sales value



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Pours,
Pairings,
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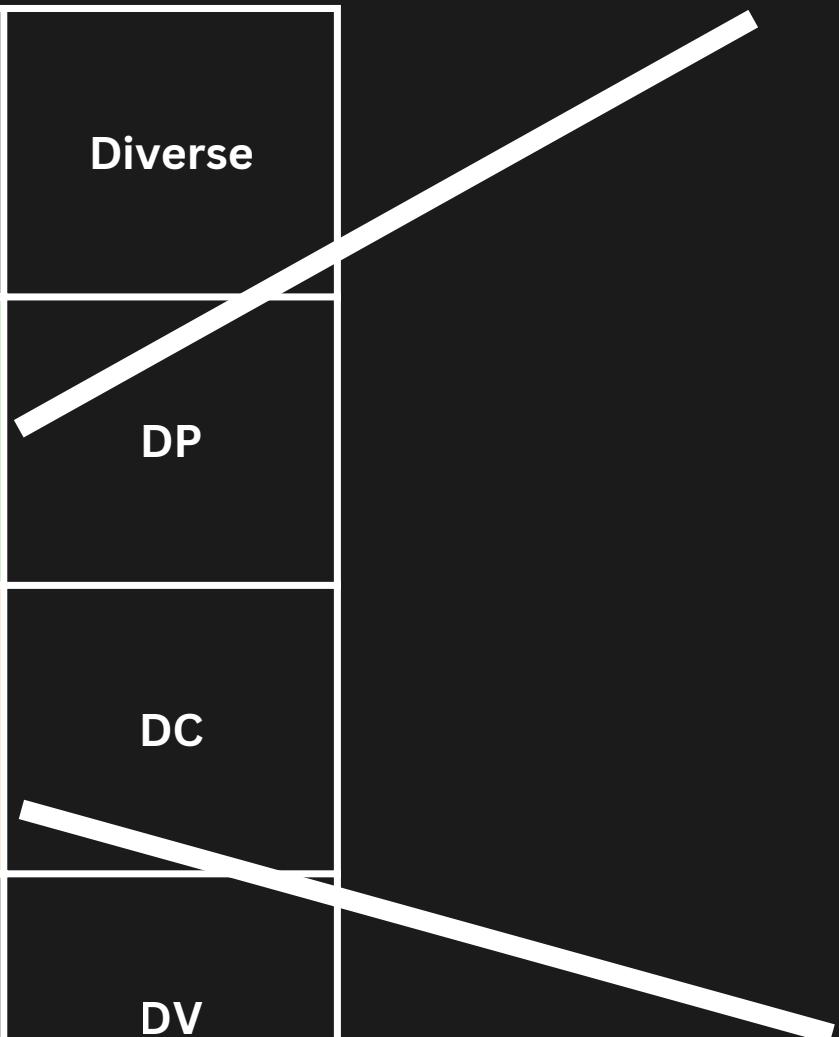
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Pours, Pairings & Picks

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Premium

- Wider geographic focus
- Opportunity for pairings
- Explore branded partnerships

Craft

- Local/regional focus
- Prioritize flights
- Make brand a part of the local landscape



- Stop treating the on-premise as a monolith
- Focus on advantages of price / portfolio style
- Articulate what your product is and who it's for



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