

You've Been Served.

ON-PREMISE STRATEGIES
FOR A SATURATED MARKET

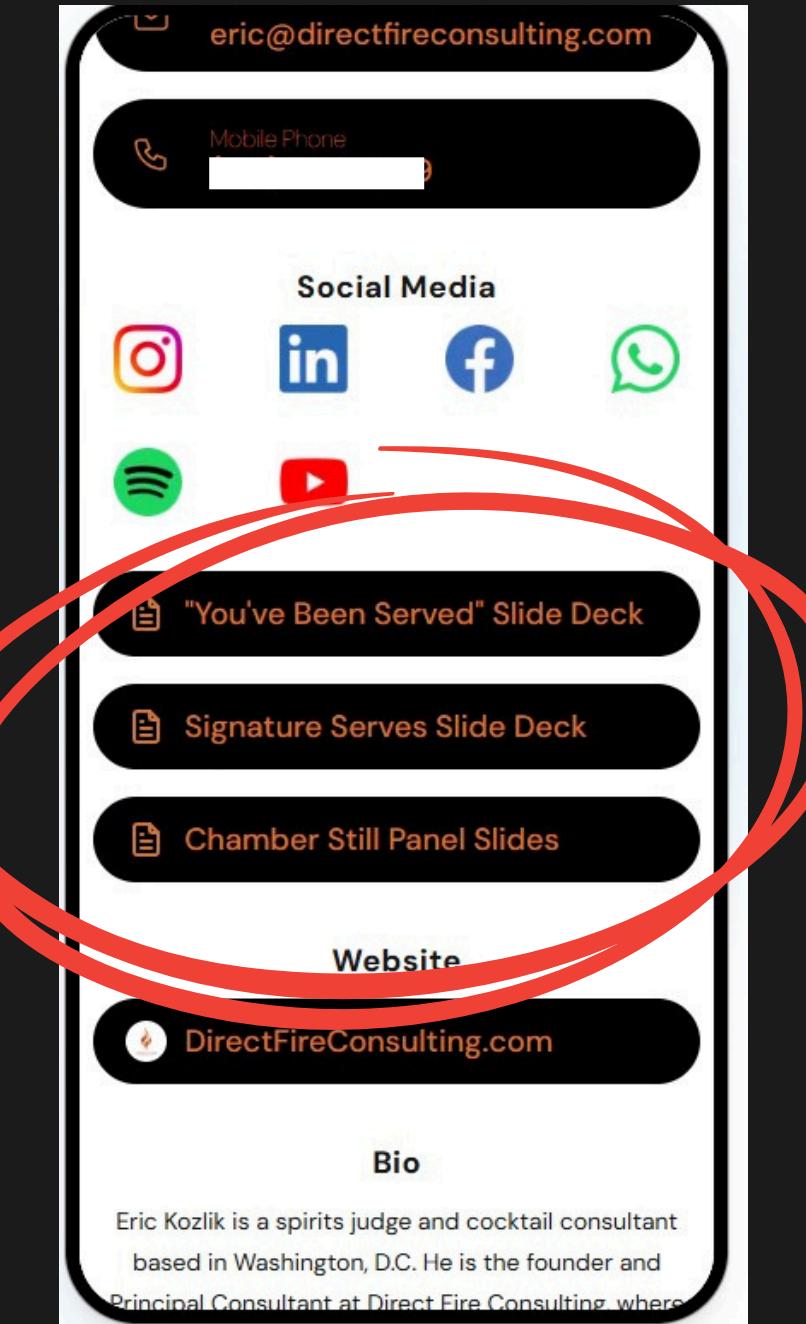
ERIC KOZLIK

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





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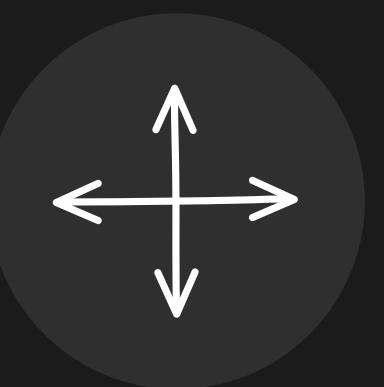


The Rundown



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

Custom Cocktail

About the Bar /
Bar does the work

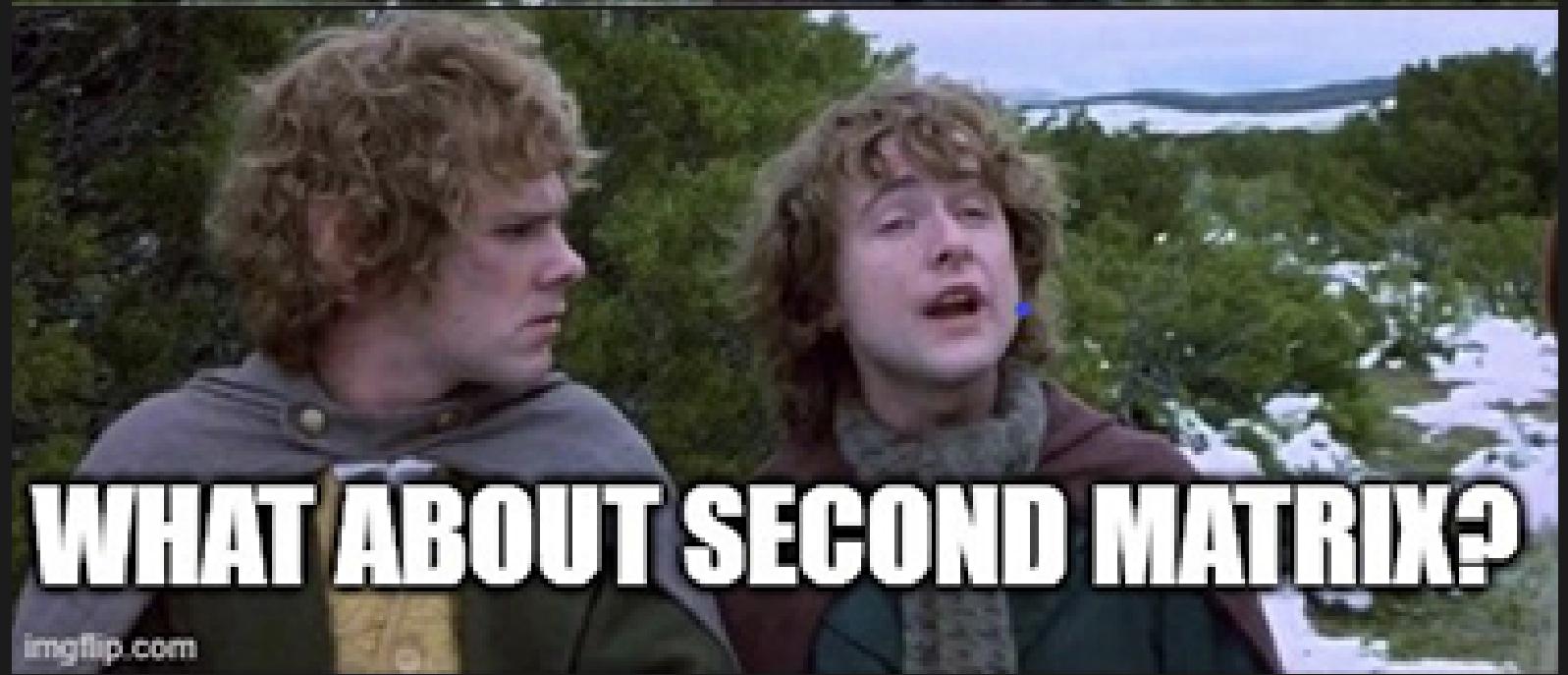
Signature Serve

About the Distiller /
Distiller does the work

Pours/Pairs/Picks

About the Distiller /
Bar does the work

WHO DOES THE WORK



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?**

Portfolio Style

	Focused	Specialized	Diverse
Premium	FP	SP	DP
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Value	✗	✗	✗

Types of Spirits Brands

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White Label Products

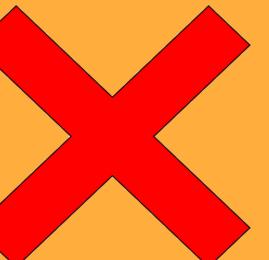
Pros

- 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



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

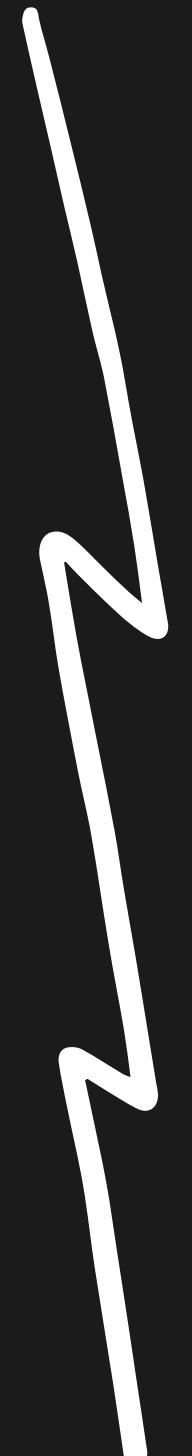
Signature Serves

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



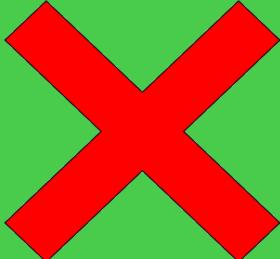
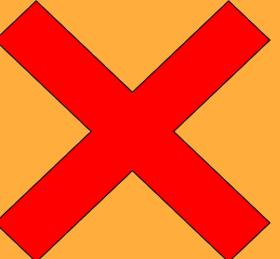
APEROL SPRITZ



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

Portfolio Style

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**Signature
Serve**

About the Distiller /
Distiller does the work

Silver Star Spirits

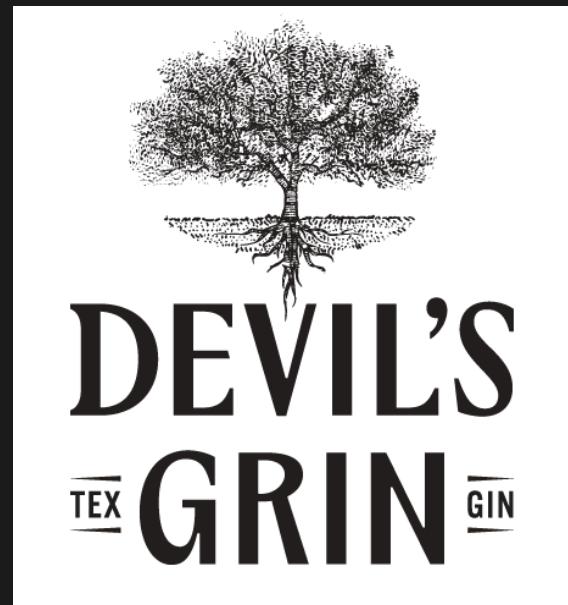
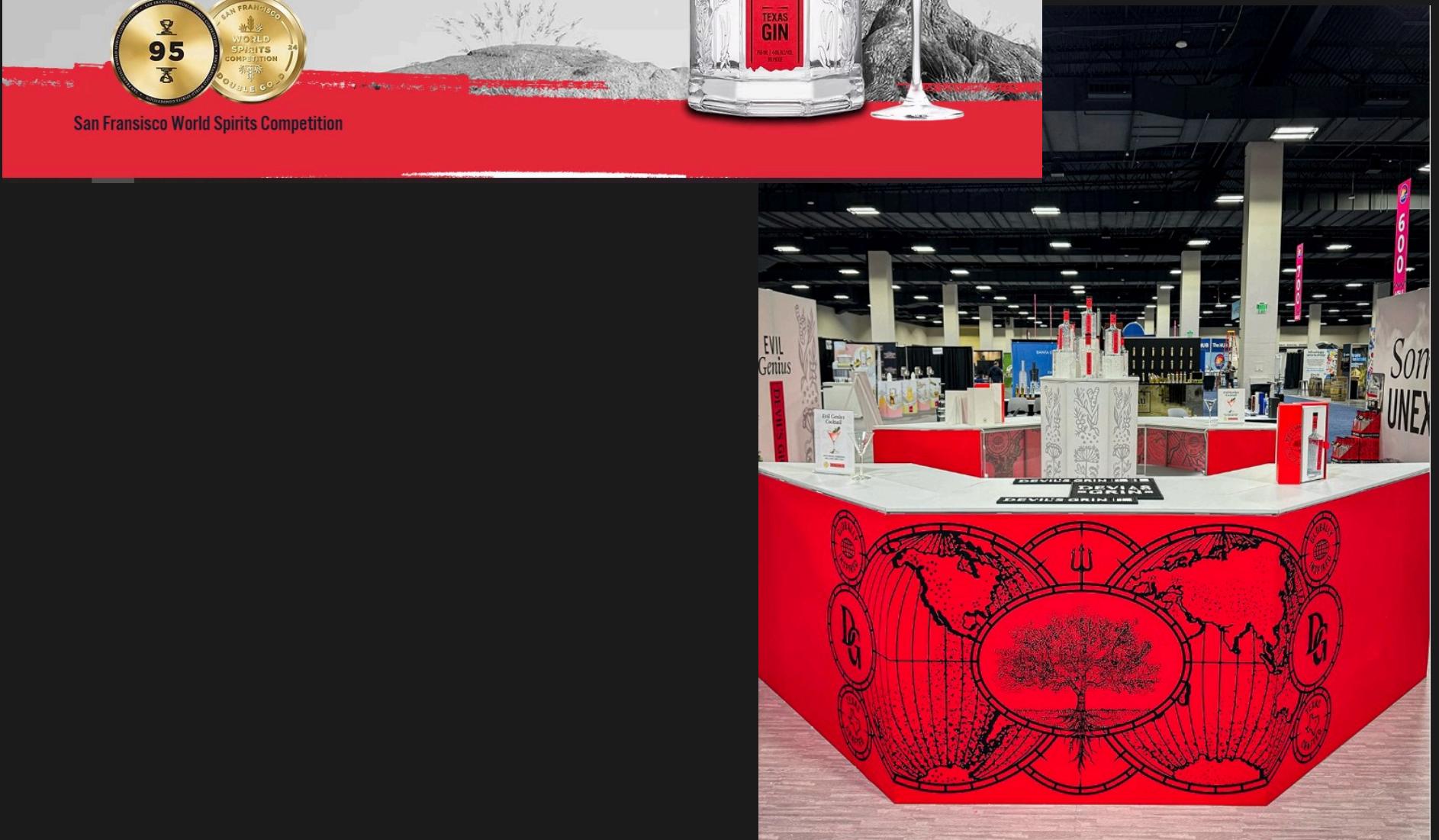


**SIGNATURE
SERVE
INVITATIONAL**



**FIND YOUR
TEXAS SPIRIT**







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

Portfolio Style

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Premium	FP	SP	DP
Craft	FC	SC	DC
Value	X	SV	DV

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

Portfolio Style

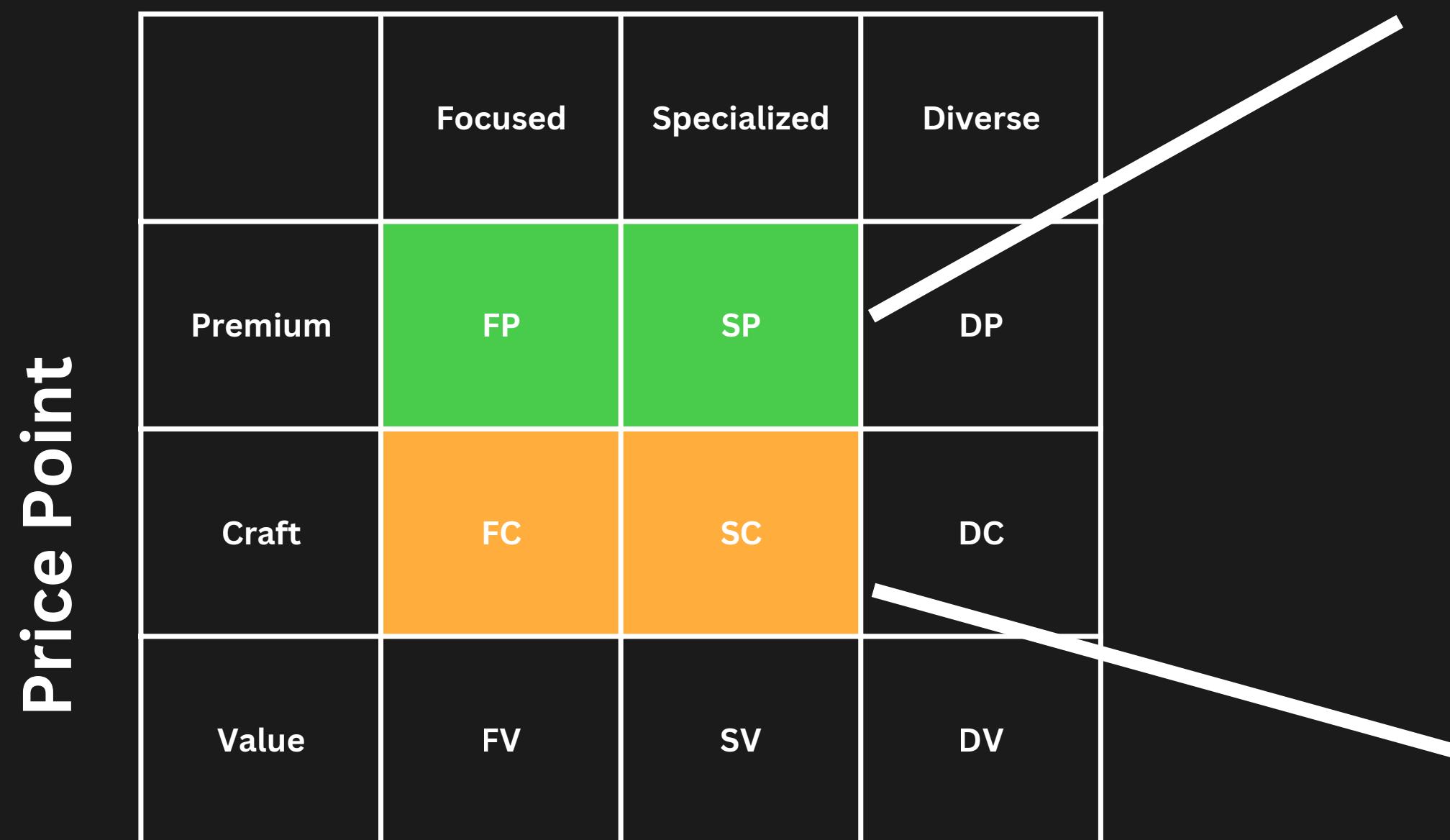
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**Pours,
Pairings,
& Picks**

About the Distiller /
Bar does the work

Pours, Pairings & Picks

Portfolio Style



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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