

COCKTAIL PROMOTION

WOODFORD
RESERVE®

WOODFORD RESERVE COCKTAIL PROMOTION

By joining Black Restaurant Week (BRW), you are already on your way to being a featured restaurant during Atlanta's biggest dining promotion for black owned culinary businesses. Now, you can also highlight your cocktail program by opting into pair a Woodford Reserve Bourbon cocktail with one of your Restaurant Week menu items for additional marketing and a built-in upsell.

In addition to the overall marketing you receive as a BRW participant, by adding-on the cocktail pairing you will receive these additional marketing benefits:

- Woodford Reserve bottle icon on their reservation link on www.ATLBRW.com to indicate to consumers that your restaurant is part of the cocktail pairing promotion
- Featured in a special social media campaign highlighting your pairing to consumers via direct e-communications, social media mentions, and digital ads

WHAT DO YOU HAVE TO DO?

- Join the Woodford Reserve add-on by emailing atlbrw@gmail.com and telling us you are **IN**
- Let us know your pairing details; just reply with details to this email
- Include the pairing details on your BRW menu

WHY WOODFORD RESERVE?

WR is the most balanced bourbon

- Five sources of flavor make great bourbon for all cocktails / drinkers
- Consumers think Woodford taste better than any other Ultra-premium whiskey and it has the most unique taste (BF Tracker)
- "Everything is crafted in Woodford County, KY"

Consumers are looking for ultra spirits / WR

- Woodford Reserve is considered the most premium Whiskey brand there is. When Whiskey drinkers think of premium, they think of Woodford Reserve. (BF Tracker)
- Woodford Reserve has seen a 270% menu placement growth in past 10 years, and an 80% growth in the past 4 years
- Woodford Reserve is the #1 Ultra Premium Whiskey in the On-premise
- Growth of cocktail. The # of people drinking Cocktails when out have seen a 29% increase in the last year, more than any other way people drink.

High margins

- Woodford Reserve is the #1 American Whiskey brand consumers look to buy when they are wanting "something that cost a little more"

NEED PRICING DETAILS FOR WOODFORD RESERVE?

Contact your United Sales Representative for pricing and orders. For additional support please contact:

DARIEN HENDERSON

darien_henderson@b-f.com