

COCKTAILS

the fluid experience

the liquid experience

COCKTAILS



THE
GASTRO
GURU



NIAGARA

COCKTAILS

t h e f l u i d e x p e r i e n c e

f u n q u e x b e l i e u c e

COCKTAILS

Lifestyle Brand Marketing

Special Events

Staffing

Mixology

Culinary pairings

Licensee Samplings
Social Media
Digital Creation

Programming &
Partnerships

Trade Shows
Street Teams
LCBO
Non-traditional Retail

About Us . . .



Cocktails, The Fluid Experience is a Beverage Marketing and Event Management Agency Created by Culinary Mixologist, Author and TV Personality, **Jeremy Parsons.**

Jeremy is considered one of the top Culinary Mixologists in North America and has created beverage programs and consulted for such clients as . . .

[The House of Blues](#), [Live Nation](#), [Paragon Gaming](#), [Republic Live](#), [Blau and Associates](#), [Ink Co.](#) to name a few.

He started his TV and consumer show appearances 10 years ago quickly becoming a mainstay for both TRADE and CONSUMER presentations.

What's Shaking?



OUR STAFF IS
Experienced, Dependable, and Professional!

Jeremy's delivery is very informative, fun, and always relaxed.

He truly lives his **PASSION** every day and when he speaks about his love for the *Culinary and Mixological Arts* you can feel his ardor in every word and idea.

This is further translated into every and all projects that **Cocktails, The Fluid Experience** is involved in.

Cocktails is recognized as the industry's top beverage marketer from conception to execution.

We have been delighting consumer's tastebuds across North America for over 25 years and have the **assets and experience** to make your brand top of mind to take center stage with consumers!

We pride ourselves in that our staff work for us and have a vested interest in the success of our partners and events.

What's Shaking?



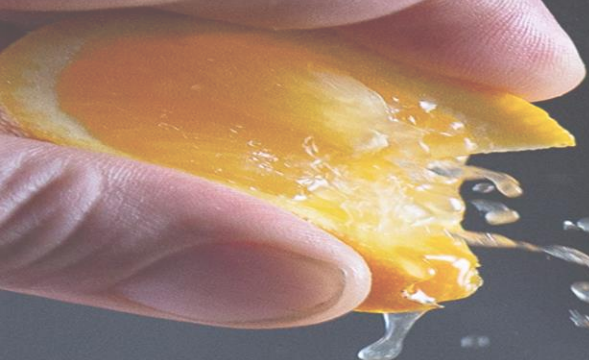
**From Conception to Execution,
we make your events a
FLUID EXPERIENCE**

Non-traditional Sampling Opportunities - let us bring our fashion, automotive, wellness, and lifestyle brand partners to you and provide VIP shopping events and in-person experiences at venues like: *Williams Sonoma, Pottery Barn, Aritzia, Gotsyle, Porsche* and so many more.

Street Teams - We are experts in gorilla marketing and street teams. We are the first company to hold a public, sampling license and are still the “**GO TO**” team when it comes to **unique experiential** and **custom curated street team opportunities** on land or on the water!

Grocery and LCBO Samplings – With a proven sales track record, we are the only company that provides photographic documentation of each sampling with the most detailed post-event reports.

Programming & Partnerships – We believe in **genuine viable partnerships** and help generate national, regional, and local brand awareness to ultimately increase the sales of our clients.



invite



**Catering and
Cocktails**

**Experiential
Tastings**

Mixology

**Cooking Classes
Culinary Pairings**



Special Occasions

**Social Media
Digital Content**

Food Tours

Recipe Creation

**Gastro Brand
Ambassadorship**

Special Events



CALL US TODAY | 800.451.1111 | WWW.INVITE.COM

What's Cooking?

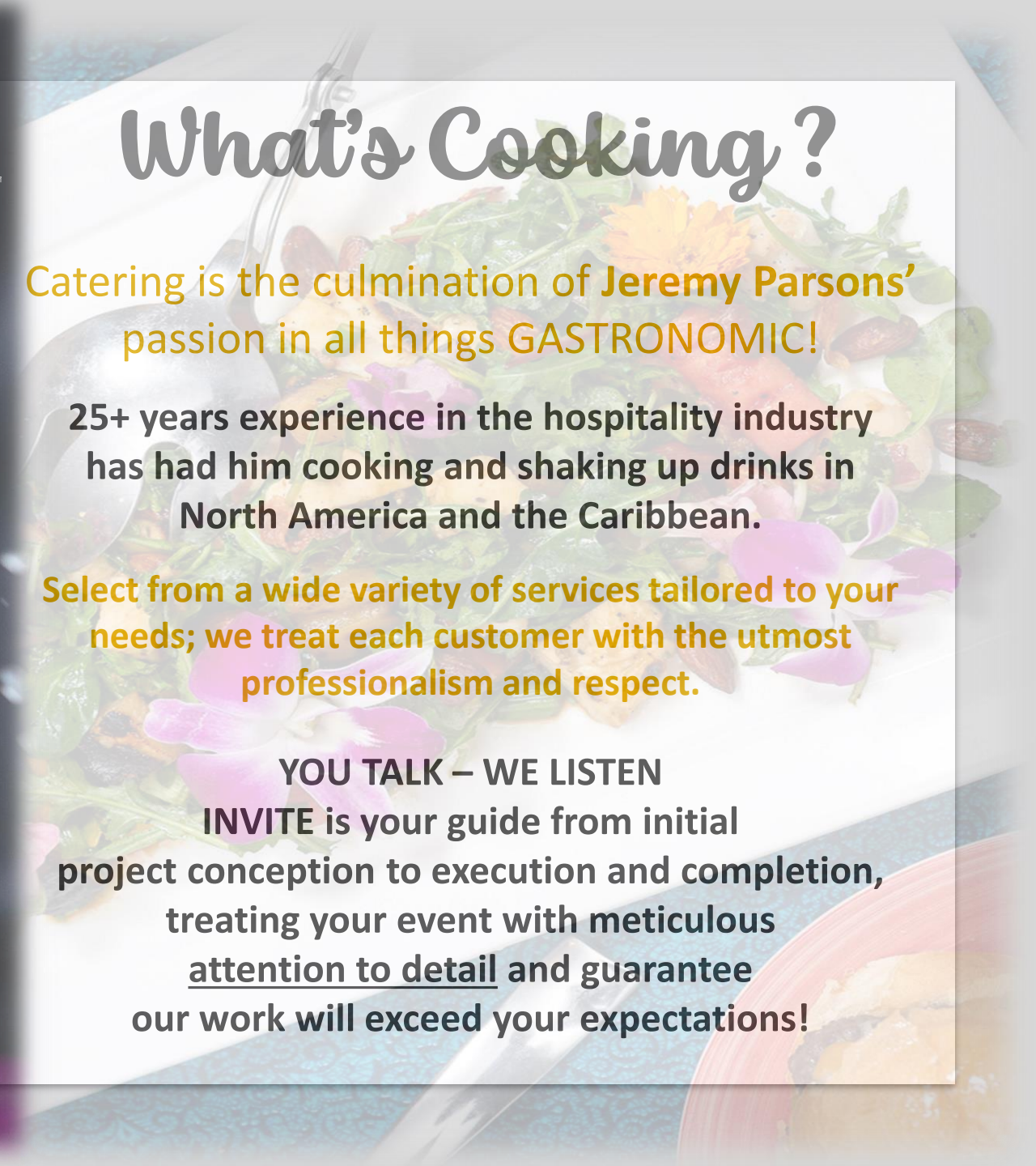
Catering is the culmination of **Jeremy Parsons'** passion in all things **GASTRONOMIC!**

25+ years experience in the hospitality industry has had him cooking and shaking up drinks in North America and the Caribbean.

Select from a wide variety of services tailored to your needs; we treat each customer with the utmost professionalism and respect.

YOU TALK – WE LISTEN

INVITE is your guide from initial project conception to execution and completion, treating your event with meticulous attention to detail and guarantee our work will exceed your expectations!





CALL US TODAY | 800.451.1111 | WWW.INVITE.COM

What's Cooking ?

Creation to Execution Minded
Specializing in Custom Experiences is Who We Are!

We have the assets needed to create and execute completely and seamlessly including the clean up.

Our Staff

Everyone on our team is a true hospitality professional with a sole focus of making your next function fun and memorable with a **Real Gastro Experience.**

DELIGHT AND EXCITE ALL YOUR SENSES
from true mixological cocktails to culinary delights
INVITE IS YOUR TEAM!

Let's pick out that INVITE
and bring in the fun!



What's Cooking?



*Let's Curate & Achieve your Special Occasion
Exactly as You've Envisioned*

PRIVATE FUNCTIONS

We provide everything from a custom 2-person intimate dining experience in your home or boat to cocktail parties of 300 to celebrate the most important moments of life.

- We bring your dream to delectable reality
- Alcoholic beverage consulting and service to pair up with our culinary creations
- Private moments made spectacularly memorable

CORPORATE FUNCTIONS

What better way to bring the team together than through the most basic and pleasurable of human expressions....DELICIOUS FOOD!

- **Team Building Activations** that revolve around food and drinks. We can bring the fun to offices or to one of our partner spaces.
- **We Bring the Kitchen To You** - Unlike most catering companies we can literally bring our kitchen to you if you are looking for an interactive catered experience with hot canapés, hearty meals, and a chef interacting with your guests
- **Drop Offs** - Simply delicious grazing boards that look as great as they taste! Dropped ready to be served and bringing the flavour to your location.

IN THE BIZ - BRAND RECIPE DEVELOPMENT

Jeremy has been creating culinary focused recipes for beverage alcohol companies with over 60% in Canada throughout his career. He's published 2 books and been on dozens of TV shows. His recipes have been showcased in hundreds of publications.

- **Recipe Creations** - Culinary & Mixological recipes for restaurants, bars, casinos, hotels and brands. WOW your Clientele with proprietary unique recipes
- **Hospitality Training** – Trust us to train your staff on classic and trendy cocktails

Brands ~ Lifestyle ~ Travel
Content



THE
GASTRO
GURU



Food & Beverage
Product Placement
Unlimited Opportunities



THE
GASTRO
GURU

prime video

What's Filming?


Jeremy Parsons, culinary mixologist and host of the upcoming **Amazon Prime series,**

THE GASTRO GURU

knows that his life's mission is to serve up inspired *Cocktails and Canapés.*

He loves to bring global food and international drinks home with smart, easy and approachable recipes.

THE GASTRO GURU @ Home

is the  **YouTube** version for those that simply like staying in to cook, entertain at home, zoom cocktailing with friends or those foodies just looking for that special **culinary, wine and mixological inspiration.**

With 25k+ views per episode and over 1 million in social media impressions, this show is turning heads and fulfilling palates with tasty recipes!

DELICIOUS ~ ENGAGING ~ MEMORABLE



**THE
GASTRO
GURU**

prime video

The Show

Jeremy Parsons is a culinary mixologist and host of the upcoming **Amazon Prime series, THE GASTRO GURU.**

Each episode of **THE GASTRO GURU** starts with Jeremy arriving in a global hotspot where he learns his mission. It could be to recognize an award-winning chef, to build a beach bash for a celebrity or to plan an elegant dinner for a crowd of influential foodies.

His goal is to design an event which reflects his client's needs and uses the best the location has to offer.

THE GASTRO GURU offers multiple touchpoints for brand engagements on TV, streaming, web and social media.

Our audience cares about the products and services we feature. They value curation and trust the brands we select to be a part of the program.



THE
GASTRO
GURU

prime video

The Show



THE GASTRO GURU is produced by **Re:Source Media Inc.** a global broadcast production organization with over 30 years experience working with networks such as *CNBC World, Discovery, CNN, Asian Food Channel, CCTV/CGTN, FoxLife Japan & Korea* and many more leading *broadcasters*.

Across all our brands we have 2mm Facebook fans, 200k Twitter followers and 100k Instagramers. This means The Gastro Guru will launch with a **BUILT-IN GLOBAL AUDIENCE** of...

Food, Drink, Travel, Luxury and Lifestyle Lovers who are loyal and engaged along with our Amazon Prime and YouTube partnerships.



THE
GASTRO
GURU

prime video

The Show



TRAVEL

*Global travel is in our DNA and as such, each episode features opportunities for **airlines, cruises and more***

DESTINATION

*Each destination is a co-star with ample opportunities to integrate **hotels & resorts, restaurants and the local sights and sounds***

FOOD & BEVERAGE

*The heart of every event is Jeremy's food menu and signature cocktails which means **select food companies and wine & spirit manufactures** can be featured prominently throughout*

LUXURY GOODS

*With a wealthy and engaged audience we can also integrate **select clothing, jewelry and other luxury lifestyle brands** into the core of our show*

Ask us About the Limited Partnerships Available



THE
GASTRO
GURU



YouTube

Let's Get Together!

At a time when people are **COOKING, COCKTAILING AND HOME ENTERTAINING** at record rates, this is the perfect way to get Market Penetration.

We provide recipe creation, direct sales links, entertainment and a huge targeted advertising reach.

PARTNER WITH

THE GASTRO GURU @ Home

to interact, entertain and bring happiness and inspiration to the world with your brands.



**THE
GASTRO
GURU**

The Reach

- 2+ Million Facebook Fans – estimate 26,000 in Canada, 24,000 in Ontario - of particular note, Re:Source Media's page, 3 Chefs 1 City's page
- 300,000+ Twitter Followers – estimate 120,000 in Canada, 100,000 in Ontario - of particular note, @WinePortfolio, @3Chefs1CityTV, @ResourceMedia
- 100,000+ Twitter Followers – estimate 35,000 in Canada, 25,000 in Ontario - of particular note, @GoingGlobalTV, @3Chefs1CityTV, @AccessluxuryTV, @Wineportfolio
- 100,000+ Instagram Followers – estimate 55,000 in Canada, 30,000 in Ontario with an engagement rate that far exceeds that of Kim Kardashian which provides insight into the targeted psychographic and interests of our followers
- 10,000+ E-Mailer to Ontario Foodies and Hospitality Professionals



**THE
GASTRO
GURU**

The Assets

- **Category Exclusivity** in the 10 min Episode
- **Call to Action** Sales Link in Narrative on YouTube and E-Mailer
- **Branded Recipes** in Narrative on YouTube
- **Social Media** Posting with Tags via Twitter, Facebook, Instagram
- **Brand Usage Rights** of video and stills by brand
- **Pre-promotion** of episode on Instagram and Facebook
- **Brand Usage** of recipes created by Jeremy



SIP!

NIAGARA

A Food & Drink Festival

SEPT 30TH – OCT 1ST

2023





SIP Niagara is a 2-day Food & Drink Festival embracing Canadian outdoor Fall fun in the heart of Niagara on the shores of Lake Ontario.

This 3rd year festival is held at the **Charles Daley Park** with surrounding water views, temptations of savoury bites, a variety of charming local wineries, crafty cocktails, refreshing beers, ciders, RTDs, spiritless libations and all tantalizing one taste bud at a time.

Pair up your SIPS with yummy bites from local restaurants and chefs all while listening to live musical guests, DJs and taking in the festivities with some of the **coolest activations, SIP SOTS**. Your brands can sample thousands of foodies over a 2-day weekend and get all the social, traditional and print media from this **one-of-a-kind food** and drink festival.

NIAGARA



WORLD'S LARGEST CAESAR BAR, CALLING ALL CAESAR LOVERS

IT'S BAAACK . . .

and better than ever with over **206** unique ingredients to help break last year's record.

This newly elevated experience and "MUST-TRY" Caesar Bar will delight thousands of palates and spectators alike. While you are pampering your inner foodie, you will be part of the latest Prime Video series "The Gastro Guru" which will be filming an episode while the festival is in full swing! For the SIP SCOOP follow us on social media.

NIAGARA

Get Your Caesar On!

Sip Spots

Unveil a brand-new breed of an Experiential Festival that creatively unites your favorites in *Culinary, Beverage, Music, and Lifestyle!*

SIP will feature various activations keeping everyone entertained with a variety of gastronomic experiences.

SIPTOBERFEST – A beer drinkers delight with suds from near and far and beer snacks to go along with it

SIP BEACH – Enjoy Summer fun in the Fall surrounded by water views, DJ tropical tunes, island vibes and cocktails flowing while sitting back and SIPPING

SIP STAGE – Where people come together to celebrate all things music! Sing along, Shake your bum or simply chill on our elevated lawn to take in the sounds of live music and DJs

THE LODGE – *Imagine getting an outdoor shave sipping a neat whisky or handcrafted cocktail.* This SIP Spot features a *Straight Razor Shaving Station* with a Master Barber shaving guests outdoors complete with a hot towel start, straight razor treatment and a crisp cold towel finish. **A true Northern Shaving Experience!**

N I A G A R A

WHAT NEW? ---->>

Sip Spots

THE GASTRO GURU STAGE

NEW IN 2023

SIP Home-Chef Battle

Do you have what it takes in the kitchen?

- Home Chefs apply by submitting videos on IG and will be chosen to compete at the one-day cook off with a panel of judges
- The battle will be Saturday, Sept 30 and feature a culinary dish (i.e.: pizza, smash burgers, etc.)

We will announce 2 winners:

Grand Prize and runner up - Prizes TBD

SIP Cocktail Cup 2023

- In the summer of 2023 SIP will run 4 Preliminary Mixology Competitions across Ontario in On Premise accounts
- **Sunday, Oct 1** - Finalists will advance to the final competition on the Sunday of SIP Niagara Festival to compete for the *SIP COCKATIL CUP 2023*

We will announce 2 winners:

Grand Prize and runner up - Prizes TBD

More SIP Spots to be added

CONTACT US FOR PARTNERSHIP OPPORTUNITIES!

Sip Pop Ups

After much success from 2022's SIP Pop-Ups

in working with various brands and providing incredible sampling opportunities at retailers, special events and private functions, we will once again offer select opportunities to new and existing SIP Partnered brands.

Sneak Peak at Pop Ups and More to Come!

Kitchener Waterloo Food & Wine, Mar 31-Apr 1
Collingwood Taste of the Town, June 3
Taste of Muskoka, July 7
Lakeside A La Carte, Aug 13
Paris Drink Fest, Aug 18-19

St Lawrence Market Summer Series, June – Labor Day
Westdale Farmer's Market, June – Sept
William Sonoma, June – Sept
Casual Gourmet, June – Sept
Connon's Nursery, June - Sept

CONTACT US FOR SIP POP UP OPPORTUNITIES!


NIAGARA



SIP!

NIAGARA



Ontario 

 THE GASTRO GURU

prime video 

 Big Brothers Big Sisters OF NORTH AND WEST NIAGARA

Town of Lincoln

NIAGARA BENCH LANDS LINCOLN ONTARIO



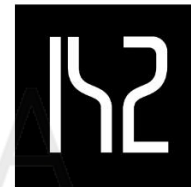
Featured Partners & Vendors



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Featured Partners & Vendors



H2 CRAFT SPIRITS



Featured Partners & Vendors



See you at Sip 2023



NIAGARA

FROM THE ENTIRE SIP FAMILY

www.sipniagara.com | IG: @sip.Niagara | FB: sipniagara