



Corporate Backgrounder

Presented By:
Jeremy J. Parsons
Cocktails The Fluid Experience

Executive Summary

Cocktails The Fluid Experience over 9 years has on-premise relationships and experience that is unmatched by any other promotional and on-premise marketing company. We have built our reputation on exceeding the expectations of our partners and we continue to deliver exceptional value to each and every partner that we work with.

Our on-premise event expertise and successful track record speaks for itself. We can provide opportunities for your brands that are simply unmatched in the industry. Our venue clients are constantly looking to us to provide them with professional advice on adult promotions of which your portfolio can be a major component of. We have been executing over 300 events from Vancouver to Halifax this past year with outstanding results as well as having our founder Jeremy Parsons featured in several consumer shows and brand launches across North America.

Due to our team's vast network of relationships within the hospitality and event sectors we can provide your brands with exceptional consumer awareness. We will sell in your promotion through the various opportunities that are presented to us on a daily basis. We execute your promotion with one focus; building a brand experience with consumers. This is an added value that only we can provide to you and your brands.

.....and this is just the beginning of what we can develop with you.

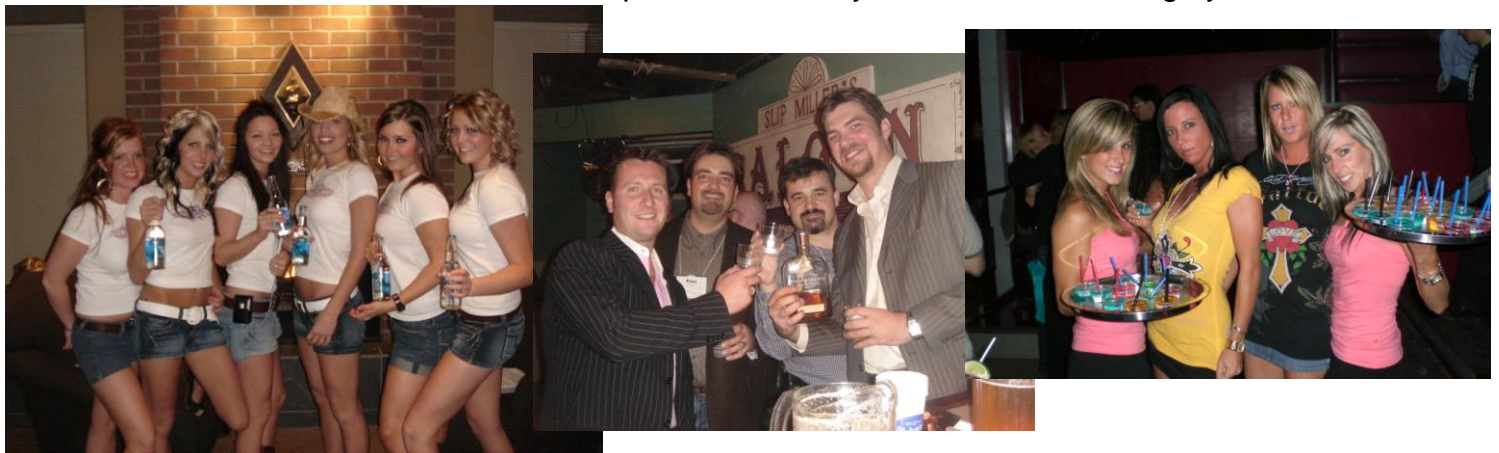
This past year we have been involved in several large scale promotional events such as the Edmonton Grand Prix, Montreal Grand Prix, Montreal NASCAR race, The Telus Snowboard Championships in Whistler and the Toronto Film Festival just to name a few. Each was done with licensees as well as with the event themselves which provided excellent awareness with consumers as well as a fantastic value add to licensees.



Cocktails is also the only marketing agency licensed by the OPP and the AGCO to give away closed, single servings of alcohol in public places under a blanket license because of our clean track record and depth of experience in the industry. This has enabled us to be part of the long weekend festivities in Wasaga beach where we did our..”It’s a Canada Day Miracle!” drop offs of cases to house parties every day as well as a “Beach bottle drop”. These initiatives were incredibly successful.



We also were the only sponsor at Podahawk in Grand Bend where over 5000 boats and 25,000 people drop anchor and party in between 2 barges in the middle of Lake Erie on a sand bar to have fun and sample from our 2 Hydra Boats and floating hydra team!



Not only have we managed to execute grass roots marketing on a large scale with public parties but we have also formed incredibly loyal ties with fraternities and sororities for their house parties and alumni events across Canada by setting up complimentary bars in their houses for their functions. This has built tremendous brand loyalty and awareness with every brand’s target market on a one-on-one basis.

The media events that we are invited to carry exceptional value for the brands we partner with. The Fairmont Jasper Park Lodge every year holds a massive culinary event called Christmas in November which features the most popular culinary

personalities in North America such as Michael Smith, Michael and Anna Olson as well as Jeremy Parsons for Mixology.

This kind of “Edutainment” is an incredibly effective means of teaching consumers about a category, but more specifically about your product within its category and how to use it for best results.



We have been working across North America at the Nightclub and Bar Show in Vegas, The Bar and Beverage show in Calgary, The Beer and Cocktail show in Toronto and many others. There is simply no other company that offers the kind of direct and impactful consumer education experience that we can, not to mention plugs and recipes in magazines, newspapers and on Ch Morning Live the second most watched morning show in Canada.





We have created ground breaking cocktail programs for such clients as The House of Blues, Paragon Gaming and Ink Co providing not only the creation of these cocktails but also the execution of our programs in a variety of venues and locations. Our cocktail programs are cutting edge creations and our bartender training is beyond anything else available in the marketplace.

Million Dollar Sangria



Bloody Mary Injected Tomatoes



Mocha Affogato Cocktail

Our training programs include the history of spirits, cocktail methodology and techniques as well as the logistics needed to execute our programs to ensure success every time. Our cocktail recipes has been used in Bar and Nightclub Magazine, Bar and Beverage Magazine, National News Papers and cited in dozens of other publications as examples of the latest and greatest in cocktail creation.

Cocktails has changed over the past 4 years and certainly since we started 10 years ago. Our focus however, has stayed the same, creating an experience for consumers that they remember and act upon when making a purchase.

We have successfully been able to create a variety of platforms and vehicles within those platforms to reach the right consumer on the right level for both retail, on-premise and home use.

Cocktails has always had its finger on the pulse of trend setting mixology and the brands that are hot and hip with consumers. We were an industry first when it came to pairing like brands with a lifestyle focus thereby not only capturing consumer interest but ingratiating products within the desired consumer's lifestyle while entertaining them and educating them on these products.

Your brands can be a part of each of these events and more with a consumer experience that makes a lasting impact. Let us bring our unique marketing methods and our incredibly creative cocktail creations to your brands thereby building consumer loyalty and awareness in ways no other company can....we build a fluid brand experience one delicious sip at a time.