

Cocktails

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

f u e t i n i q e x b e r i e u c e



Prime Mover



Jeremy Parsons is considered to be one of the top Culinary Mixologists in North America creating beverage programs and consulting for such clients as The House of Blues, Live Nation, Paragon Gaming, Republic Live, Blau and Associates, Ink Co. and 60% of the spirits, beers and wines in Canada.

Cocktails is recognized as the industry's top beverage marketer from conception to execution along with Jeremy having the longest resume of brand ambassadorships and product launches out of anyone in Canada.

Jeremy started his TV and consumer show appearances 8 years ago quickly becoming a mainstay for both trade and consumer presentations. His delivery is informative, fun, and always relaxed. He truly lives his passion every day and when he speaks about his love for culinary and mixological arts you can feel his passion in every word and smile. This is further translated into every and all projects that Cocktails The Fluid Experience is involved in.



Executive Summary

Cocktails The Fluid Experience has over 16 years of on-premise relationships and event execution that is unmatched by any other beverage marketing and event management agency.

We have built our reputation on exceeding the expectations of our partners by delivering exceptional value, innovative concepts and trend setting recipes with clockwork consistency.

We bring brands to life one delicious sip at a time.

We have over 5000 events in our history across Canada and the United States. Our licensee book of business exceeds 400 nationally which means we can provide opportunities, introductions and incremental sales for your brands that are simply unmatched in the industry.

Combine those sales opportunities with our marketing capabilities and we can provide an excellent support structure for your sales force with a tremendously powerful execution to meet your marketing and branding needs for retail and on-premise sites.



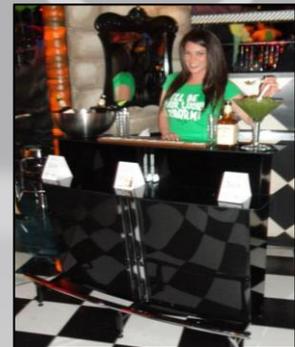


Cocktails Anniversary Party

[Right click on picture to open the hyperlink](#)



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





Mixology

It has been said that mixologists are the new rockstars... We are the company that inspires those rockstars... We are the company that gets those rockstars interested in your brand.

Jeremy Parsons is the mixologist that Canadian media outlets look to for insight on trends, education and home entertaining. He established a new way of looking at cocktails and spirits in his critically acclaimed book, *Cold Tea At Three* and now he is reinventing home entertaining in his second offering *Invite : Cocktails Canapés Company* coming out this year.

We have provided more mixology consulting and recipe creation for spirit brands than any other company in Canada and we continue providing innovative, inspirational and aspirational concoctions that highlight the unique profiles of each and every brand we work with.





Training Programs

Our training programs include the history of spirits, cocktail methodology and techniques as well as the logistics needed to execute our cocktail programs to ensure success in implementation and execution. Our cocktail recipes have been used in Bar and Nightclub Magazine, Food and Drink, National Newspapers and cited in dozens of other publications as examples of the latest and greatest trends in home entertaining and licensee offerings.



Venues & Event companies constantly look to us to provide them with professional advice on lifestyle promotions, of which your portfolio can be a major component.

We have executed over 900 events from Vancouver to Halifax this past year with outstanding results for everyone involved.

From the largest Country Music Festival “Boots and Hearts” to the Ferrari Club of Canada’s Marquis D’elegance , we can bring unique opportunities with turnkey execution nationally for your brands that focus on your target market with a lifestyle approach.





Retail Samplings



We have the creative, understanding and executional assets to make the 30-45 seconds with a consumer a memorable experience resulting in a strong impression that leads to an immediate sale.

Effective execution of retail sampling depends on several factors:

1. Enthusiastic staff that is knowledgeable and engaging
2. Unique and approachable recipes that highlight the flavour profile of the beverage
3. Interacting with consumers with 2-3 pieces of information that are specific to the product sampled to increase memory retention
4. Proper product placement on the sampling station that is eye catching and inviting
5. Make it Fun! The sampling needs to be more than just a sampling. But more of a sales motivating experience with either an app on a tablet, amazing food pairings or a food and drink demo - interaction at it's finest.

Cocktails makes every interaction with consumers a memorable and branded liquid to lips experience!

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Licensee Activations

We pride ourselves on our turnkey and smooth operation of our licensee events. We never forget that we are in someone else's home when walking into a venue. This means we are prepared with everything that we need to properly execute the entire event. Our staff are all experienced individuals from the industry who understand how to operate in a licensed area. Our focus is to be a support structure to help that venue sell more of the product we are working with and to energize and motivate the staff to promote and consumers to buy.

Link:

<https://www.facebook.com/media/set/?set=a.10152276695541363.1073741941.271031286362&type=3>

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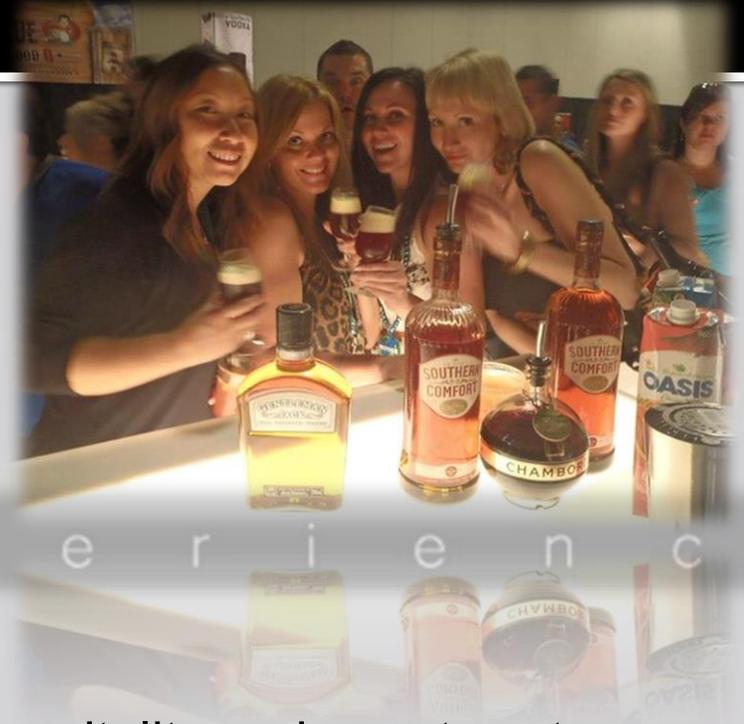
Educational/Consumer Shows & Media Events



We Educate, Stimulate, Inspire and Entertain consumers with your brands!

The media events and consumer shows that Jeremy and Cocktails are invited to participate in provide exceptional value for the brands that we partner with. Jeremy has worked with some of the most popular culinary personalities in North America such as Michael Smith, Michael and Anna Olson as well as Oliver Bonacini on air, at magazine sponsored events, food and wine shows across Canada and the United States. This provides excellent edutainment opportunities for your brands to be showcased in an informative way getting liquid to lips under the most optimum circumstances.

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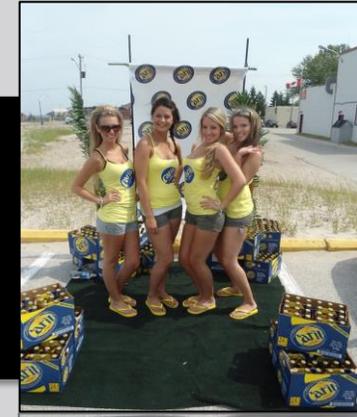
Our 500+ person team's vast network of relationships within the hospitality and event sectors provide your brands with exceptional consumer awareness and experiential marketing that is unparalleled. We then integrate brand promotions into the various opportunities that are presented to us on a daily basis to execute tailor made brand promotions with one focus...

Building a Brand Experience With Consumers.

Unique Benefits to Working With Us...



- Database of over 25,000 consumers in Ontario and various other markets which are growing every month which means we can put people into your accounts which increases sales for you and them
- In-House Mixologist – Jeremy Parsons is regarded as one of the top mixologists in North America and author of critically acclaimed book “Cold Tea At Three”
- Access to our 400+ licensee book of relationships across Canada



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. This has enabled us to be part of the long weekend festivities in Wasaga Beach where we execute our... "It's a Canada Day Miracle!" drop offs, including those of cases to house parties every day as well as a "Beach Bottle Drop." Just imagine the brand loyalty and sales created by the impact of consumers having your product delivered right to their door, by a branded team or handed out in downtown Toronto during our TGIF bottle drops.



- Consumer trade show booth creation, styling and execution
- Exciting Media Opportunities with spots on CH Morning Live Hamilton, Cityline Toronto, Breakfast Television (BT) Toronto and national programs on a monthly basis promoting your brand to consumers
- In-House A/V equipment including HiDef projectors, LCD screens and wireless real time streaming / in house graphic design / POS creation
- In-House Film and Production Crew for instant FB content for your licensees your brands.



Effective and Professional Staff

We are a turnkey operation and will handle as much or as little of the logistics as needed. We provide an overall experience, NOT just warm bodies pouring liquid. We brand everything we do with professionalism and style which is why licensees love working with us and continue to ask us to promote brands in their venues.



Direct Consumer Marketing

We also create guest lists, promoting your brands and your events with licensees which brings clients through the doors. This is a service that no other beverage marketing agency has the ability to do.

- Licensed to hand out closed packaged product to consumers directly anywhere in Ontario – Literally handing a bottle or can of your product to individual consumers! Direct Liquid to Lips!
- Warehouses across Canada full of Illuminated Bars, furnishings and staging assets
- Amazing and unique lifestyle marketing opportunities
- 16+ years of experience and knowledge in the industry with staff who all work in the hospitality industry making our staff your brand ambassadors at their own venues even while off the clock.





COCKTAILS

The fluid experience

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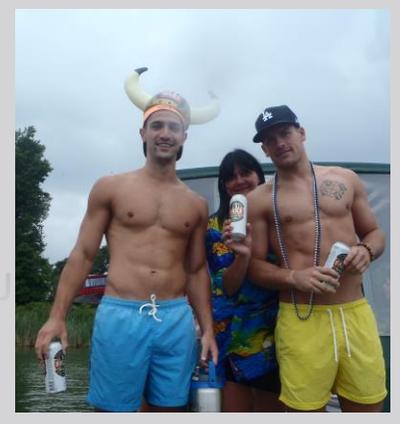
Special Events & Experiential Marketing

We have been involved in several large scale promotional events over the years. Such as The Edmonton Grand Prix, The Telus Ski and Snowboard Festival in Whistler, B.C., Toronto Wine and Spirits Show, Gourmet Food and Wine Show, Play On For Cancer, Second Harvest and Boots and Hearts just to name a few. At every event, we had the busiest booths with the greatest impact for our brands with consumers.



Integrated Lifestyle Marketing

We are the only sponsor at Pottahawk where over 5000 boats and 25,000 people drop anchor and party between 2 barges on a sand bar in the middle of Lake Erie. Sampling everything from our floating islands while having fun with our promotional teams.



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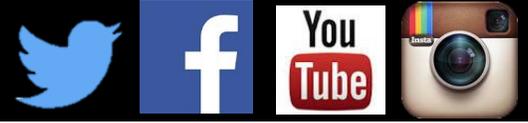
Cocktails has it's finger on the pulse of trend setting mixology and creative marketing concepts with a passion that can be seen in every detail of our work.

From conception to execution we make your events a fluid experience!

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Social Media



Cocktails The Fluid Experience

Facebook

<https://www.facebook.com/Cocktails.The.Fluid.Experience>

Instagram

<https://instagram.com/cocktailsfluidexperience/>

Twitter

<https://twitter.com/cocktailsFE>

Youtube

<https://www.youtube.com/user/JPInvite/videos>

Invite Catering

Facebook

<https://www.facebook.com/coolfoodanddrink>

We look forward to bringing our experience, passion and professional execution to your brand initiatives in the very near future with unparalleled cocktail creations, unique marketing concepts that build consumer loyalty and awareness in ways no other company can.

We build a fluid brand experience, one delicious sip at a time!



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



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Presented by:

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