

CFE

*Lifestyle Brand
Marketing*



COCKTAILS

THE FLUID EXPERIENCE

About Us

THE FLUID EXPERIENCE



COCKTAILS, The Fluid Experience

A Beverage Marketing and Event Management Agency

Created by Culinary Mixologist, Author and TV Personality, **Jeremy Parsons**



INVITE CATERING

COCKTAILS ~ CANAPÉS COMPANY

Delight and Excite all your senses!

From tasty curated cocktails to culinary delights

INVITE IS YOUR TEAM!



SIP NIAGARA Food & Drink Festival Oct 5-6, 2024

AN ELEVATED FOOD & DRINK EXPERIENCE surrounded by water views, savoury culinary temptations, and a variety of charming wineries, distilleries and breweries

Dance to live music and DJs! Enjoy SIP SPACES +

DIY WORLD'S LARGEST CAESAR BAR



THE GASTRO GURU



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*.





WE ARE COCKTAILS

THE FLUID EXPERIENCE

Lifestyle Brand
Marketing

Programming &
Partnerships

Staffing

Street Teams

Mixology

Non-traditional Retail

Special Events

Licensee Samplings

Trade Shows

Social Media

LCBO Tastings

Digital Creation

Menu Creations

Culinary Pairings

From Conception to Execution, we make EVERY event a
FLUID EXPERIENCE!

OUR CORE VALUES

Flexible

Lifestyle

Unwavering

Integrity

Dedicated

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*The ability to
adapt swiftly
and stay
focused*

*Connecting
brands to
everyday
lifestyles*

*Firm on
measuring and
achieving goals
to provide
deliverables*

*Staying true
to ourselves
and loyal to
our partners*

*Committed to
our partners,
our team
and yours*



COCKTAILS, The Fluid Experience

CFE 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 the upmost distinguished brands in the industry.

He started his TV and consumer show appearances 15 years ago quickly becoming a mainstay for both TRADE and CONSUMER events and presentations.

CFE has been delighting consumer's tastebuds across North America for over 25 years.

We have the assets and experience to make your brand center stage in your target demographic's mind!

Our team delivers informative and interactive events in a relaxed, *yet stylized manner*, making us approachable by every type of consumer to bring a true fun and **fluid brand experience**.

WE DON'T USE STAFFING AGENCIES!

We are a fully vertically integrated company and pride ourselves in that our staff work directly for us and have a vested interest in the success of our partners and events.

What's Shaking?



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

Street Teams - We are experts in Guerrilla 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 opportunities** on land and 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 and **viable partnerships**. We help generate national, regional, and local *brand awareness* to ultimately *increase the sales* of our clients all while providing **authentic brand to consumer connections**.

S
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Land & Water



Lifestyle



COCKTAILS
THE FLUID EXPERIENCE



LCBO





Invite

CATERING



COCKTAILS ~ CANAPÉS ~ COMPANY



Invite

CATERING



Let's **curate** your special occasion

Celebrate the most important moments of life.

PRIVATE FUNCTIONS

From a custom 2-person intimate dining experience in your home to cocktail parties of 300. . .

- We bring your dream to delectable reality
- Alcoholic beverage consulting and service to pair up our culinary creations

CORPORATE FUNCTIONS

*Bring the team together 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 your office or to one of our partner spaces.
- **We Bring the Kitchen To You** - We literally bring everything needed to provide an **interactive catered experience** with cold and hot canapes, hearty meals, and a chef interacting with your guests
- **Drop Offs** – We bring the flavour to YOU - ready to be served. Delicious grazing boards that look as great as they taste and dishes that can be warmed up in minutes without jeopardizing taste!

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*You're invited to our creative world in
Food & Beverage.*

- IN THE BIZ -

BRAND RECIPE DEVELOPMENT

Jeremy has been creating culinary focused recipes for beverage companies with over 60% in Canada throughout his career.

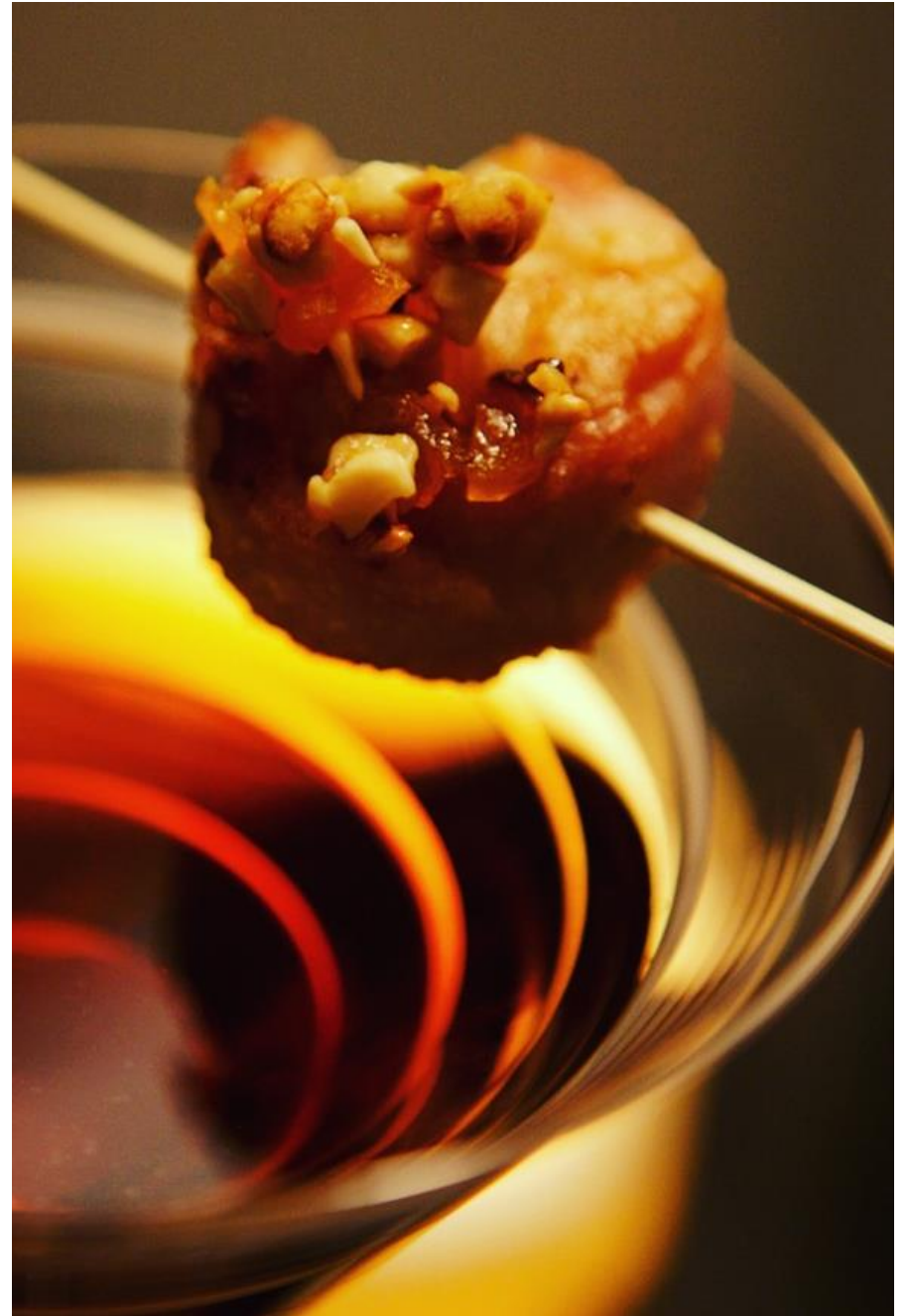
He's published two books and has been on dozens of TV shows with his recipes showcased in hundreds of publications.

- **Recipe Creations** - Culinary & Mixological recipes for restaurants, bars, casinos, hotels and beverage brands from all over.
- **Hospitality Training** – Trust our team to train your staff on classic and trendy cocktails and food pairings.

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CATERING





Unveil a Brand-New Breed of an
Experiential Festival that Creatively Unifies
Culinary - Beverage - Music - Lifestyle



SIP!
NIAGARA
A FOOD AND DRINK FESTIVAL LIKE NO OTHER | SEPT 30 - OCT 1, 2023

SAVE NOW! ADVANCE TICKETS \$22

- WHAT'S ON TAP? | ENJOY SIP NIAGARA'S UNIQUE OFFERINGS -

	SIPTOBERFEST	CHEERS TO BEER & CIDER	
	CAESAR BAR	WORLD'S LARGEST CAESAR BAR + ENTER THE CAESAR VIP EXPERIENCE!	
	THE LODGE	A TRUE CANADIAN WHISKY & SHAVING EXPERIENCE	
	SIP STAGE	LIVE MUSIC PERFORMANCES BY VINYL FLUX & THE POSTMEN	
	GAME ZONE	YOUR FAVE BAR GAMES, SIPS & PRIZES	

COCKTAIL ENTHUSIASTS WIN \$1,000 CASH
ENTER THE SIP COCKTAIL CUP  [SIP.NIAGARA](https://www.instagram.com/sip.niagara)

 CHARLES DALEY PARK | JORDAN STATION, ONTARIO | 12 - 7 PM | AGES 19+





NIAGARA

Food & Drink Festival
Oct 5-6, 2024



NIAGARA

THE FESTIVAL

Oct 5-6, 2024

The festival is held at the beautiful
Charles Daley Park in Vineland.

Indulge in the surrounding water views,
temptations of savoury bites
and a variety of charming
wineries, distilleries and breweries!



SIP! BUY TICKETS NOW SIPNIAGARA.COM



GET YOUR SIP ON!

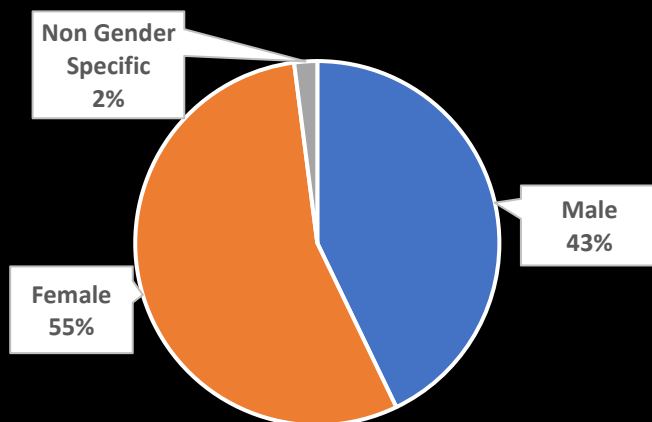
Pair up your SIPS with tasty bites from
local restaurants and chefs
while listening to live music, DJs
**with some of the coolest
SIP SPACES!**

Sample over **4,000** foodies

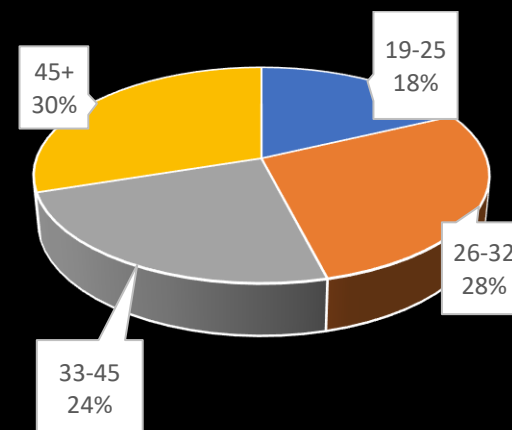
INCREASE YOUR BRAND'S AWARENESS
with all the social, traditional & print
media from this **one-of-a-kind**
2-day Food and Drink Festival

Demo

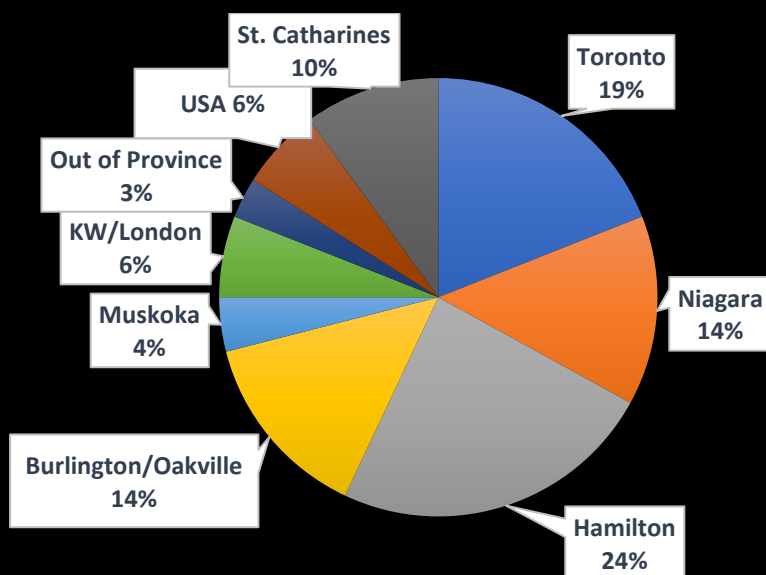
GENDER OF SIPPERS



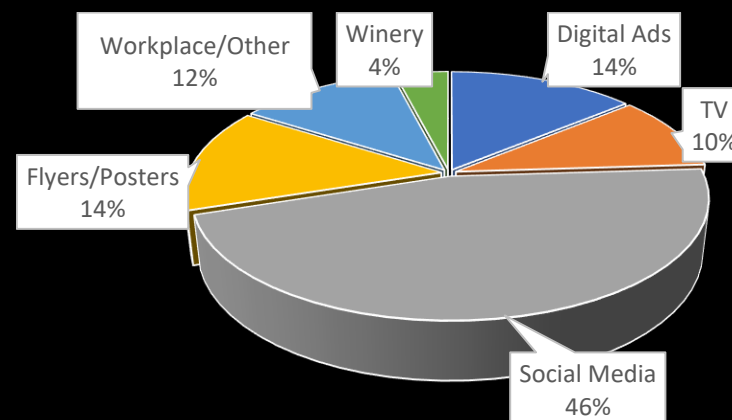
SIPPER AGE RANGE



WHERE ARE SIPPERS FROM?



HOW DID THEY HEAR ABOUT SIP?





WORLD'S LARGEST CAESAR BAR,
CALLING ALL CAESAR LOVERS

GET YOUR CAESAR ON!

**HOME OF THE WORLD'S
LARGEST CAESAR BAR**

IT'S BACK and better than ever
with over 206 unique ingredients and
breaking last year's record!

This newly elevated experience and
“MUST-TRY” Caesar Bar
will delight thousands of palates and spectators
with its very own CAESAR VIP Lounge

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 @sip.niagara

Caesars

SIP!

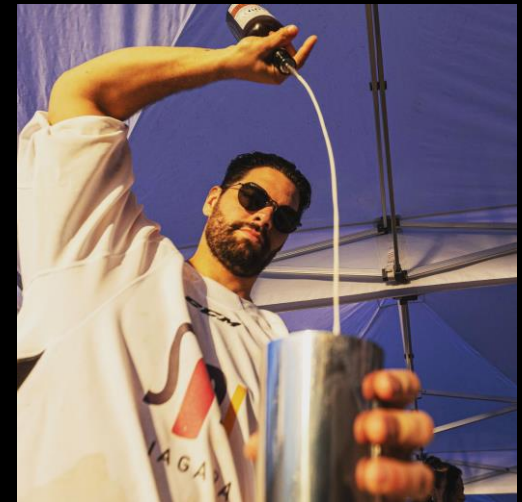
NIAGARA



Caesars



Sippers







Sip Niagara TEAM

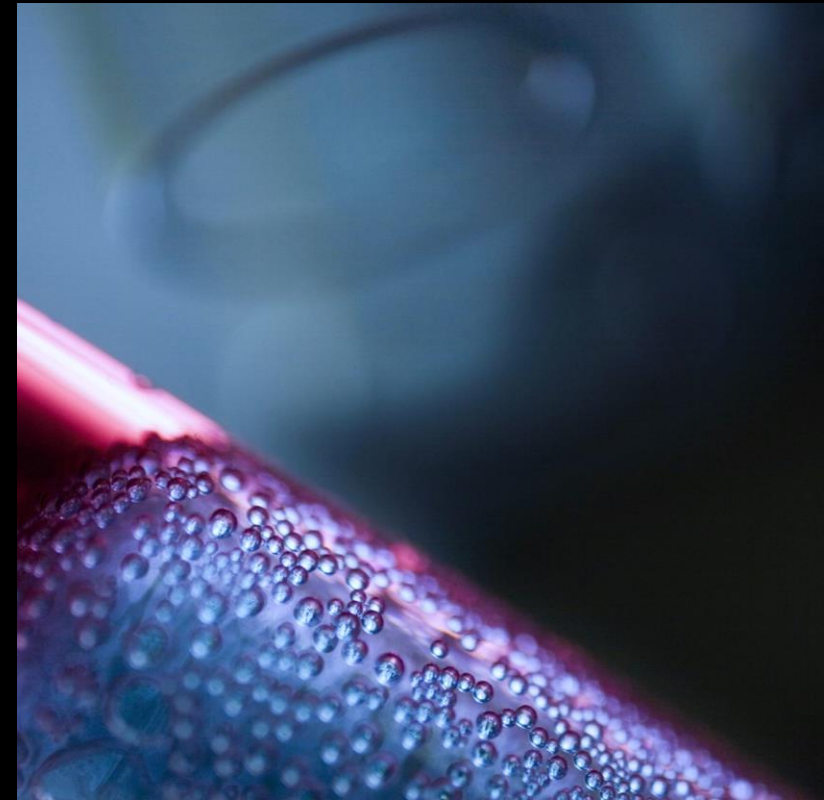




THE
GASTRO
GURU

The Gastro Guru

GLOBAL TELEVISION SERIES AVAILABLE ON
AMAZON PRIME, ROKU & MORE!



Jeremy Parsons

*In only 72 hours Jeremy Parsons
has to plan, prep and produce the perfect party!*

It's dramatic, stressful and some of the most exciting 30 minutes on TV.



Join Jeremy in "The Gastro Guru" as he jetsets to global hotspots with a mission – create a gala celebrating local heroes in just 72 hours. Whether it's recognizing an award-winning chef, building a beach bash for a celebrity, or planning an elegant dinner for influential foodies, Jeremy's goal is to design an event reflecting his client's needs, merging global style with local design and international tastes with local products.

Each episode kicks off with Jeremy immersing himself in the local culinary and cocktail scene, teaming up with the hottest chefs and renowned bartenders for an unforgettable exploration of elegance, sophistication, and nightlife. Back at his hotel suite, he winds down and strategizes for the task at hand.

The next day, Jeremy hits local markets, sources ingredients, collaborates with artists and designers, and crafts a menu and signature cocktail plan. As the clock ticks, he discusses his vision with event coordinators, tours the site, and pulls his team together for the race against time.

"The Gastro Guru" captures the stress, behind-the-scenes emotions, and the drama of creating an iconic event in 72 hours. The grand reveal unfolds as the evening begins – clients thrilled, guests having the time of their lives, and our audience along for the celebration. Sponsor a journey of culinary excellence with Jeremy, where every episode is a testament to creativity, teamwork, and the art of pulling off the extraordinary.



We Are Where Your Consumers Are

Thriving in Canada:

Roku's annual Video on Demand (VOD) Evolution study reveals a seismic shift, with 75% of Canadian internet users choosing TV streaming, cementing Roku's leadership role in Canada's streaming landscape.

Global Presence and Soaring Accounts:

Beyond North America, Roku's influence spans Central and South America, Ireland, the UK, Germany, France, and Australia. This global footprint contributes to a record-breaking **73.5 million active accounts worldwide**, showcasing a substantial increase of nearly 20 million in just two years.

Roku's Audience Spectrum:

Capturing a diverse audience spanning all ages, backgrounds and interests, Roku emerges as the streaming destination for everyone.

With 1:3 active Roku households in the U.S. including a Gen Z member and those aged less than 50 YOA, represent nearly 40% of all streaming watch time. Roku caters to a wide demographic spectrum!

Engagement Excellence:

Roku users are not only diverse but also highly engaged, streaming a staggering 25.1 billion hours of video content in the second quarter of 2023 alone. This elevated engagement, coupled with Roku's extensive reach, solidifies its position as a leading player in the streaming platform market.

In 2023, **Roku** stands as the unrivaled champion in the streaming platform market, setting the stage for the **next era of global entertainment**. As the streaming landscape evolves, Roku's dominance extends far beyond North America, captivating audiences across the globe with its unparalleled distribution.

Market Domination in North America:

Roku asserts its supremacy as the number one streaming platform in North America, boasting an impressive 43% share of the U.S. market for smart TV operating systems. This dominance surpasses the combined total of the next three providers, establishing Roku as the undisputed leader in the region.



Deep Brand Integration



The Gastro Guru offers multiple touch-points 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” will also be made available for download on Amazon Prime Video in both the United States and the United Kingdom, ensuring that fans won't even need a Prime subscription to enjoy!

Reach Across Borders:

In the United States, Amazon's influence extends to **148.6 million** Prime members, while in the U.K. Amazon Prime Video subscription reached around **12.9 million** in the first quarter of 2023.

Global E-Commerce Impact:

In 2023, Amazon.com commands the attention of approximately **310 million** active users in the United States. Across the pond, a remarkable 86% of people in the United Kingdom shop at Amazon, equating to an audience of around **57.3 million**.

Amazing Demographics:

Amazon Prime Video's user base is a melting pot, with 39.08% female subscribers and 60.92% male subscribers, offering a balanced viewing experience. The average age of an Amazon consumer stands at 37, catering to a broad spectrum of age groups.

Let's Connect




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