

5 Ways to Grow the Profitability of Small & Mid Sized Distilleries



Doug Hall





40 Years of Innovation



Schlumberger



stamps.com



Johnson-Johnson



Reckitt Benckiser



The Walt Disney Company



P&G



Kimberly-Clark

march of dimes
A FIGHTING CHANCE FOR EVERY BABY



Disney INSTITUTE



Mercedes-Benz

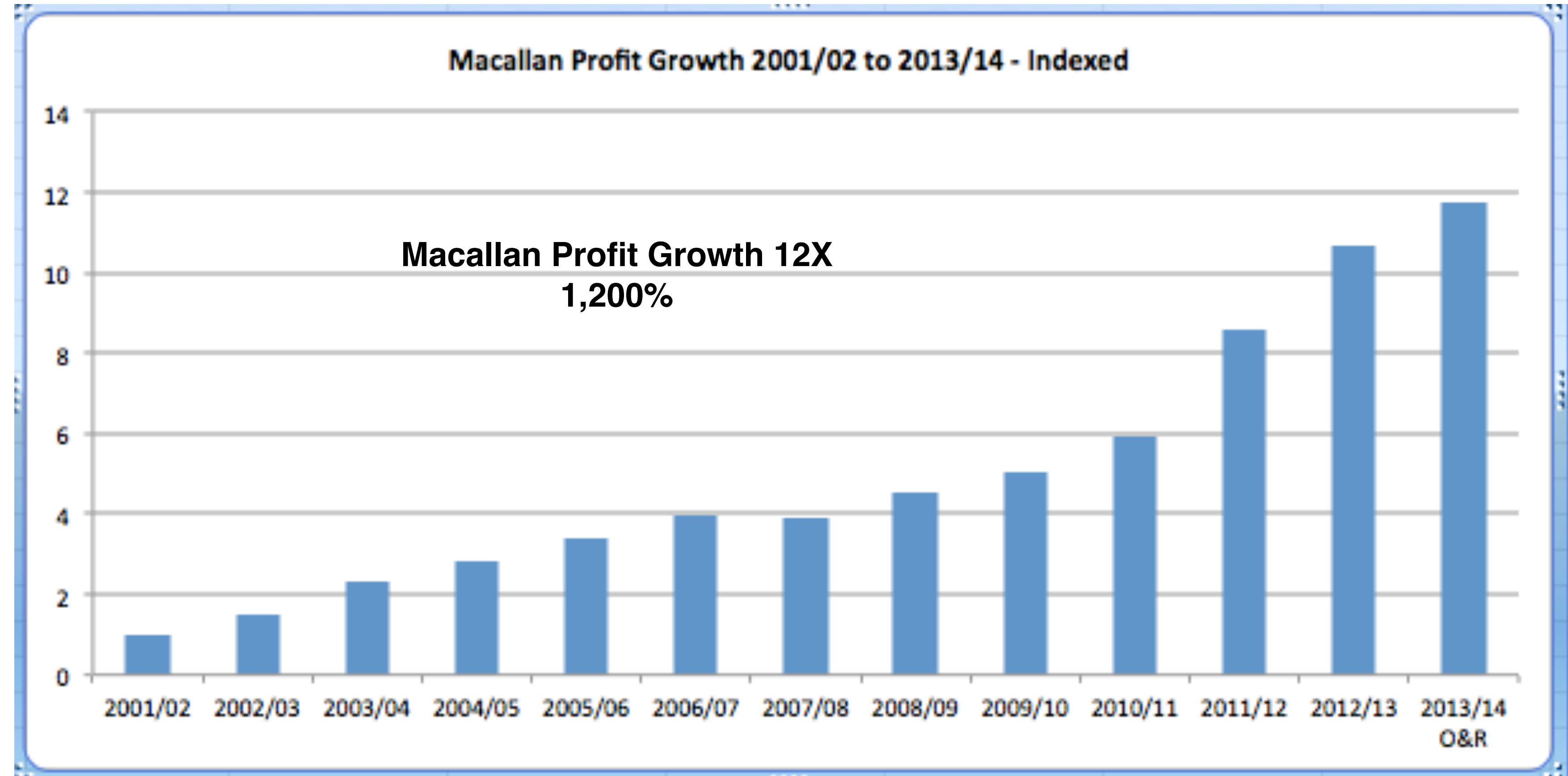


at&t

CollegeBoard



P&G



**Translated to Craft
4 Years Ago**



**Whiskey Of the People
By the People - For the People**

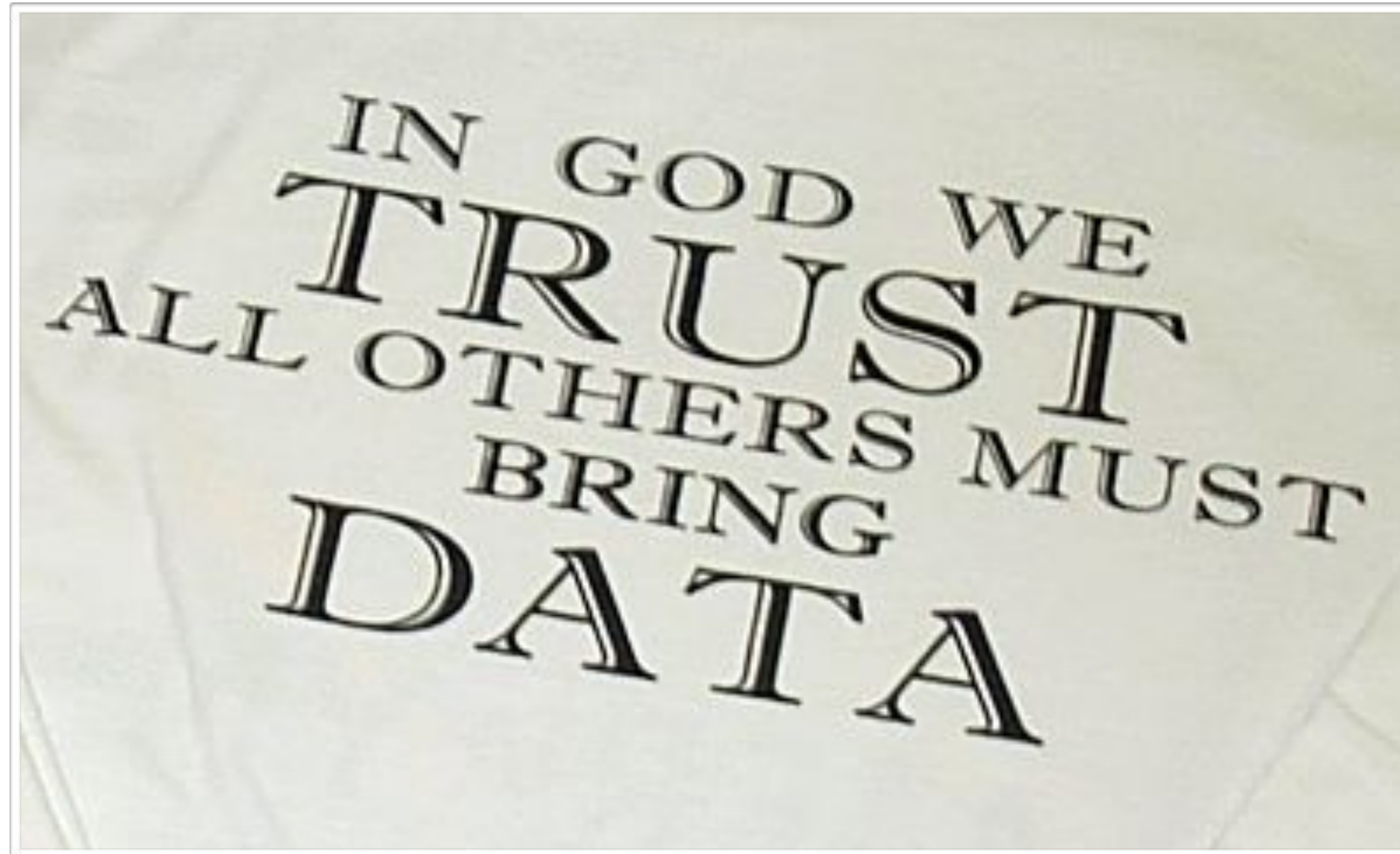


C I N C I N N A T I



What Makes Eureka! Ranch And This Webinar Unique

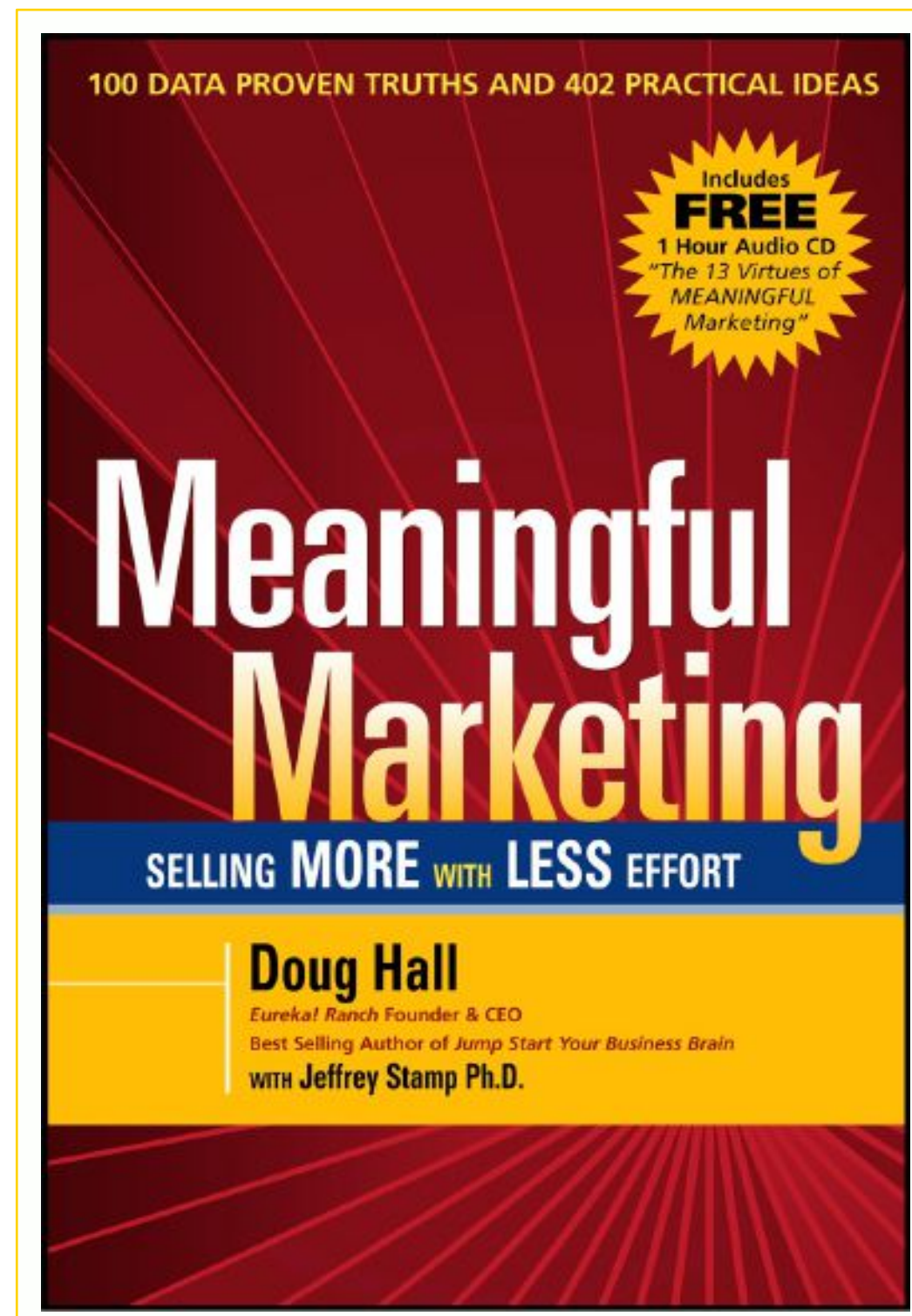
Quantitative Data on
30,000+ Innovations
Over 500 Whisk(e)y Products
20+ Years of Spirits



IDEAS



Grounded data - Consumer,
Industrial and B to B marketing.



1,337	Advertisements
12,424	Brands
4,129	B-to-B Customers
294,732	Consumers
3,846	Industrial Customers
3,057	Sales Reps



So we can learn more...
we have a few questions.

Profit Idea #1 ... quick quiz

Q. The smartest way to grow sales is?

A. Build Loyalty

B. Grow New Customers

A. “B Grow New Customers”

Study of 9,000 companies found that growing new customers was 2.8X More Impactful.

Profit Idea #1 - NEW CUSTOMERS

Create NEW CUSTOMER Sales Systems

Old World

Spend to Reach all

Most \$ Wasted



New World

Targeted “Funnel Systems”



Profit Idea #1 - NEW CUSTOMERS

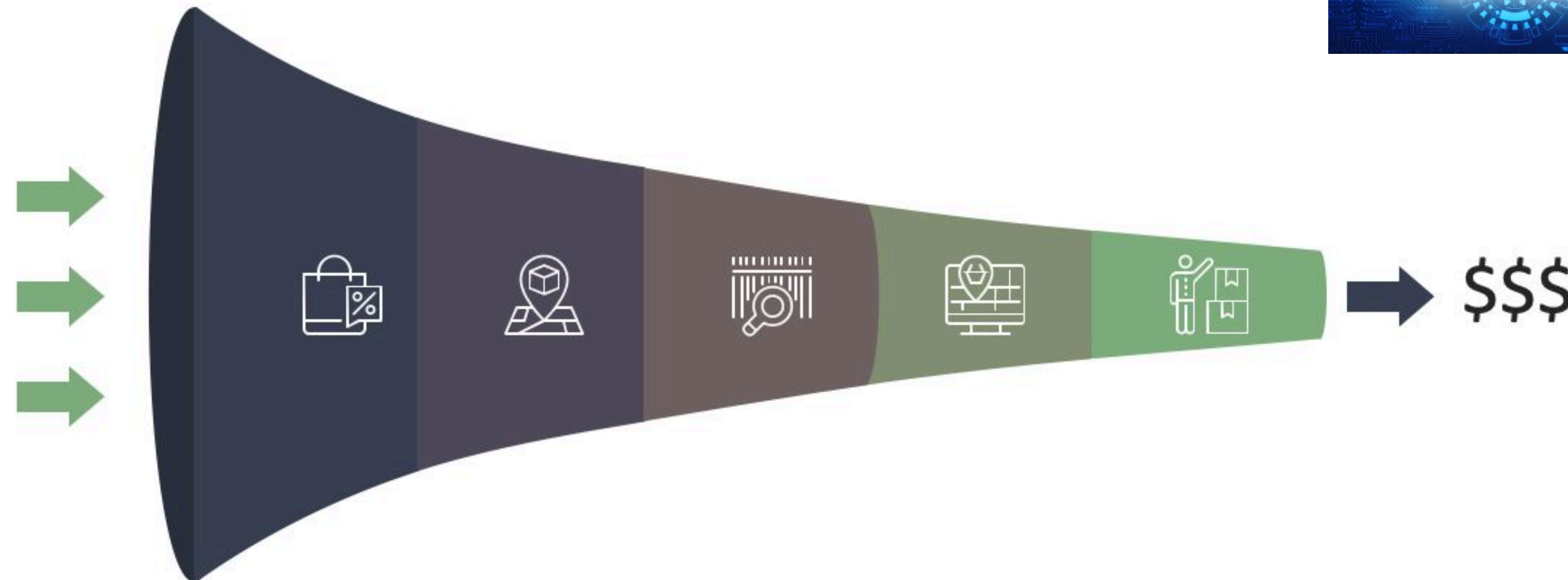
Facebook MARKETING FUNNEL System



Profit Idea #1 - NEW CUSTOMERS

IT WORKS

Delivers HIGH ROI



ROI Range

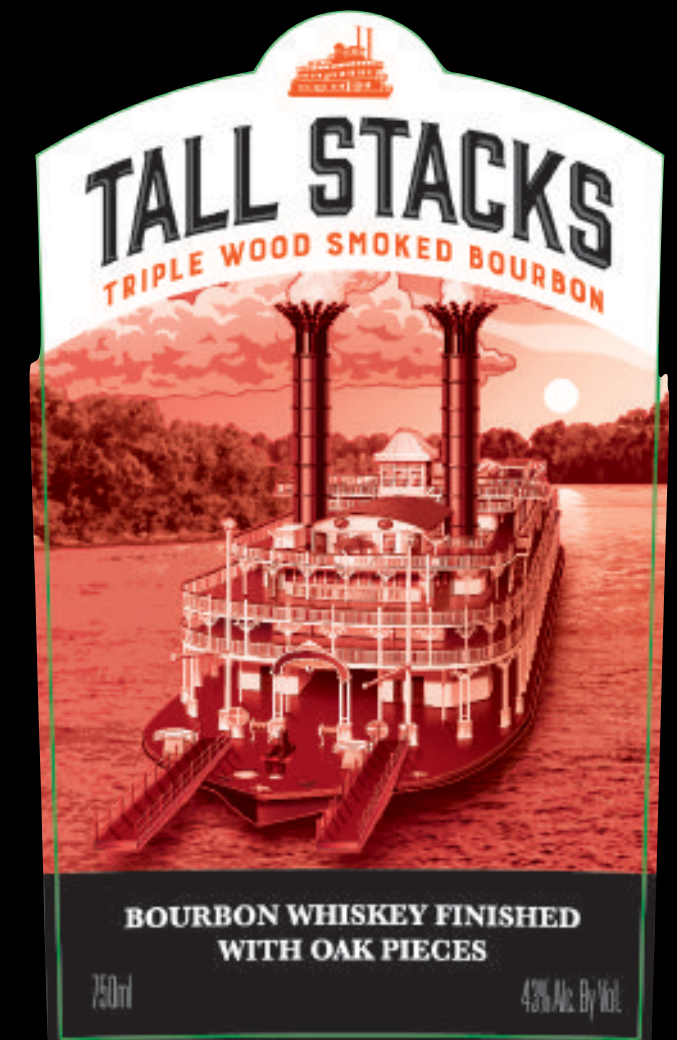
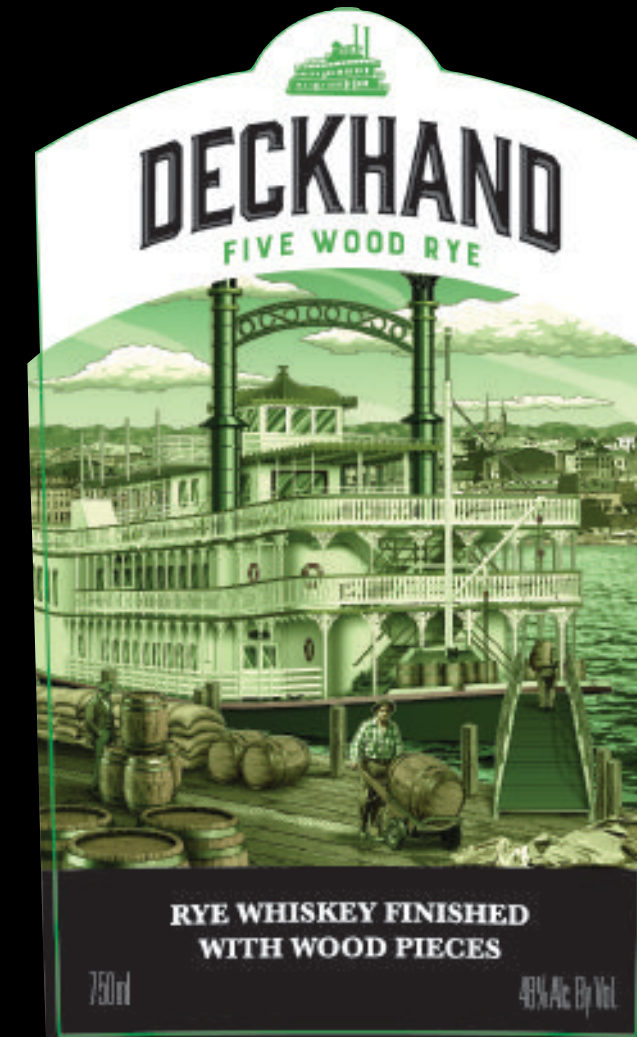
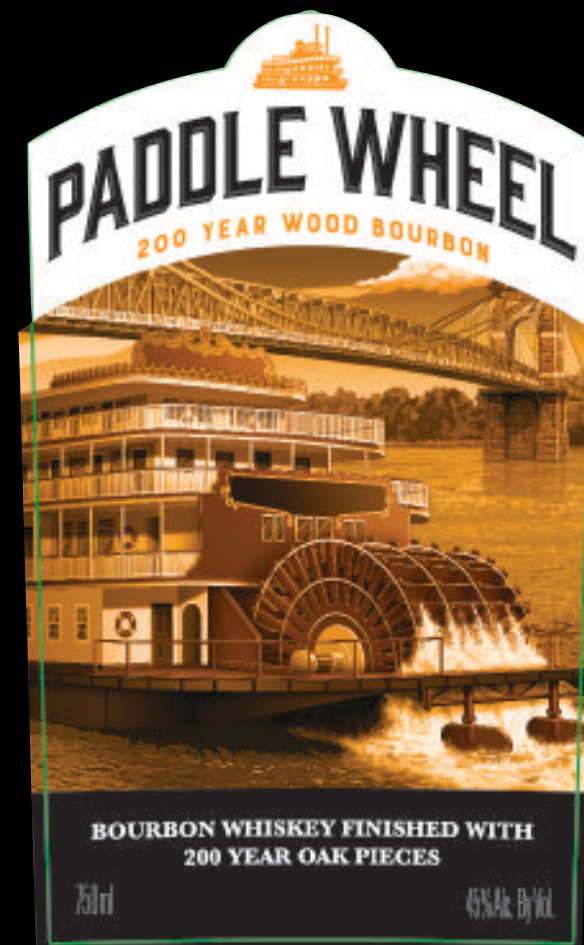
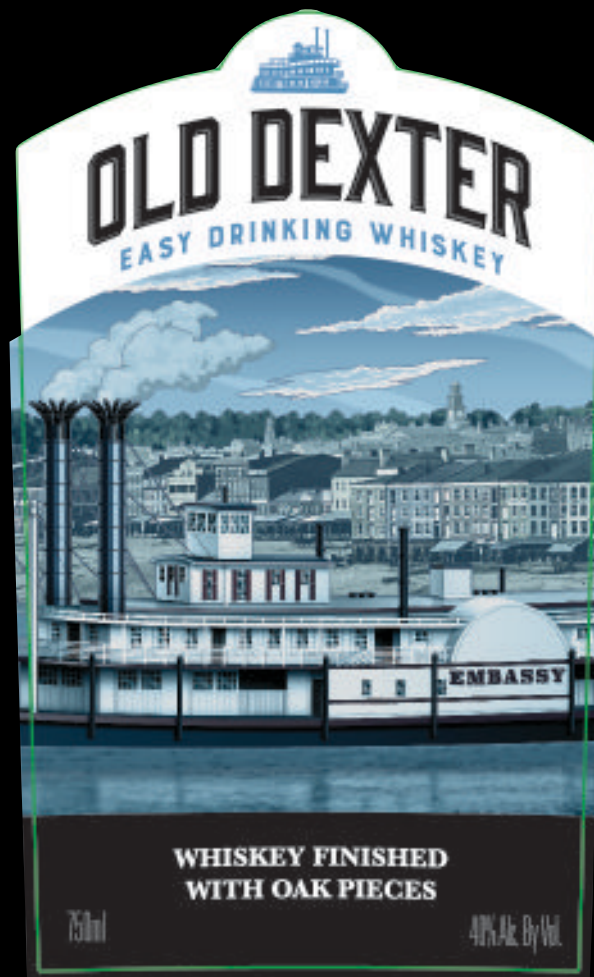
10 to 1 Payback

20 to 1 Payback

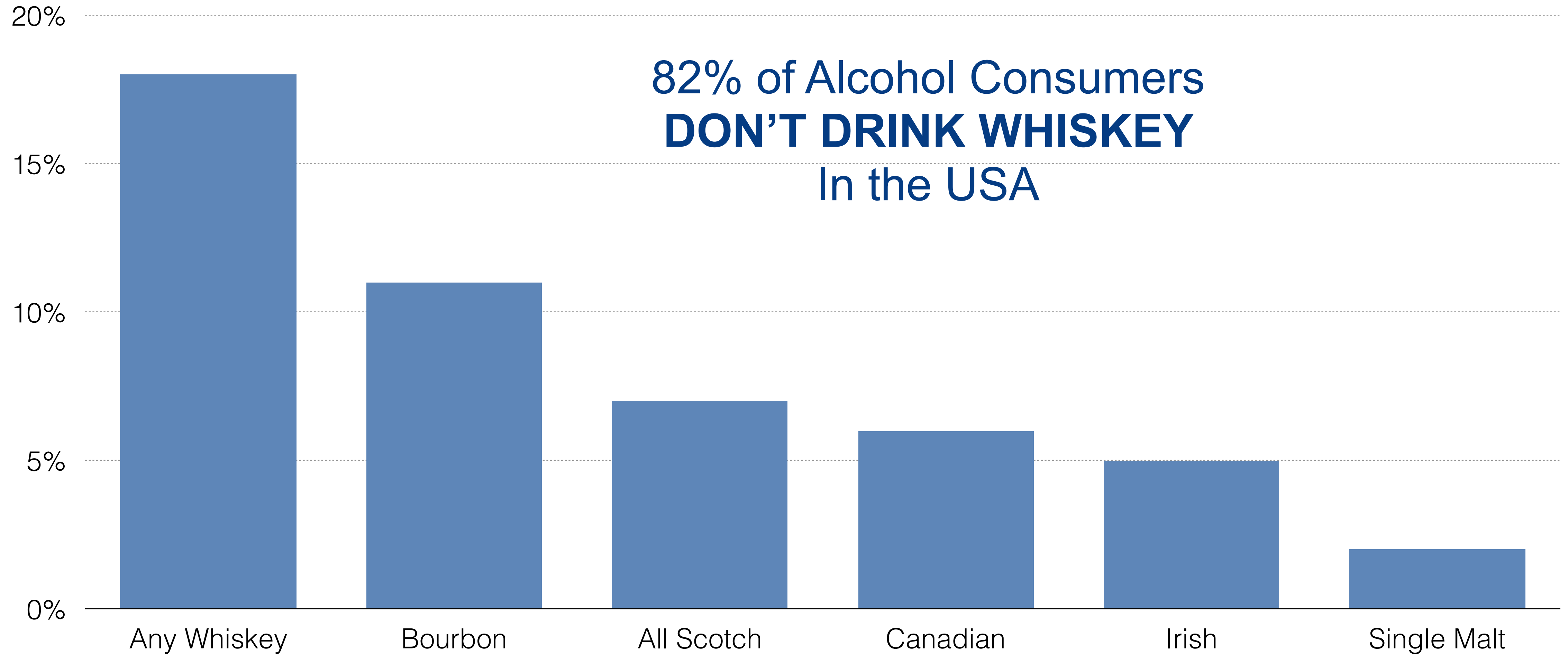
Best of all It Allows

“Pay as you go”

On Facebook We Directly TARGET....Drinkers of....



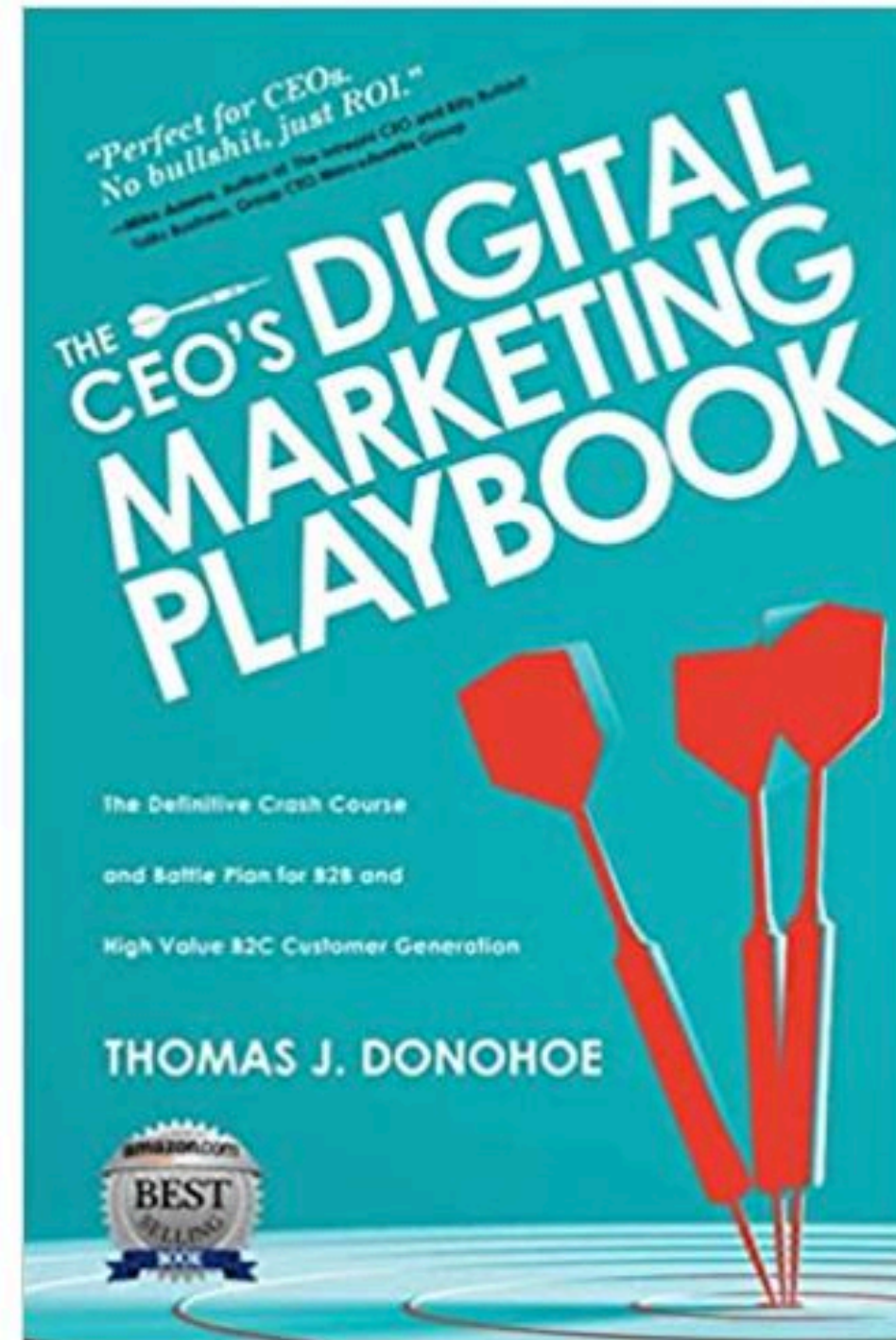
Profit Idea #1 - NEW CUSTOMERS



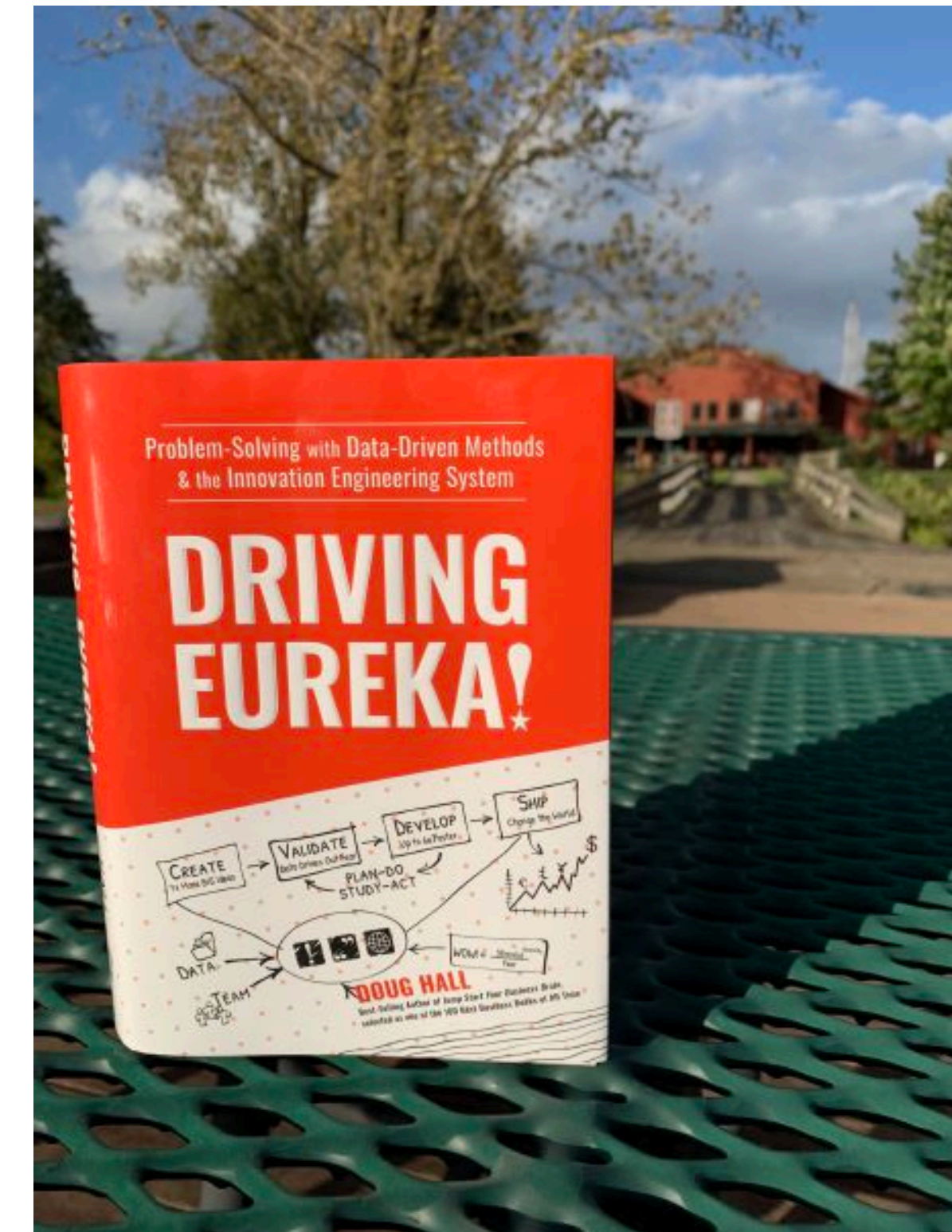
Profit Idea #1 - NEW CUSTOMERS



Outbound
DIGITAL Marketing
Is NOT Optional



Best Book
On DIGITAL



Best Book on
Marketing & Innovation :)

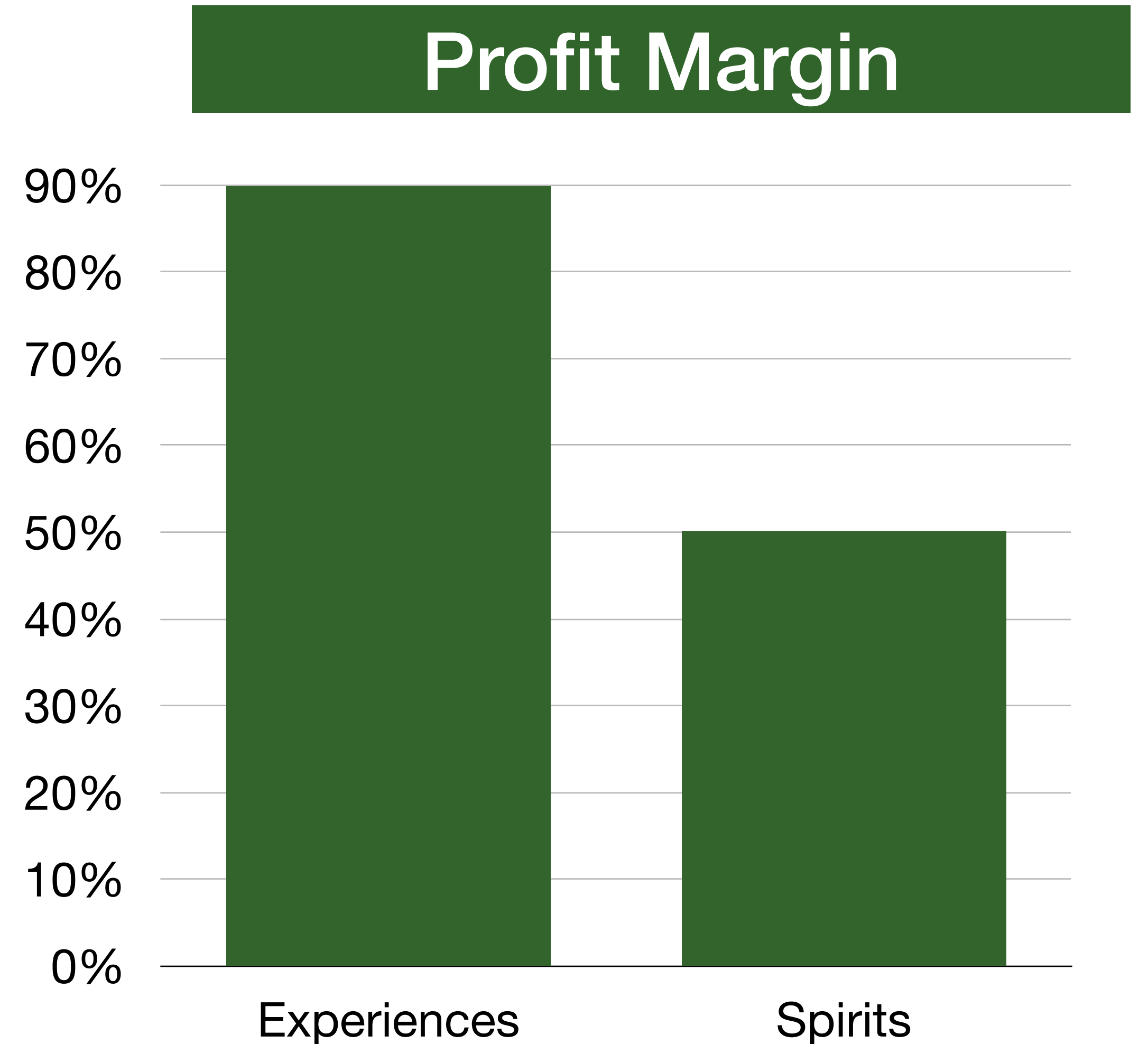
Profit Idea #2 - SELL EXPERIENCES

Experience Economy

“80% of customers say they are more likely to do business with a company if it offers experiences.”

“Companies that lead in customer experience outperform laggards by nearly 80%.”

“39% of CEO’s say customer experience is the most effective method of creating a competitive advantage”





You Blend Your Own Private Stock Bourbon



HOME KIT - Enough to do 12



VOILA! Your Bourbon

		
1. American OAK New World	2. European Sherry OAK Old World	3. Cherry Wood Brightness
		
4. Maple Wood Mellowness	5. 200 Year American OAK Long Vintage Finish	6. Smoked Oak Intense BBQ

We vary the “wood” finish because
70% of the Flavor of Bourbon is from the Wood



Profit Idea #3 - ENABLE COCKTAILS

**54% of all Bourbon
Is consumed in Cocktails/Mixed**



“Neat/Rocks” is Precious

“Mixed” Creates Volume

Profit Idea #3 - ENABLE COCKTAILS



Preferred Way to Drink Bourbon	% of Bourbon Drinkers	% of Last 10 Bourbon Consumptions that were Mixed or in Cocktails
Straight up	22%	31%
On the Rocks	34%	32%
Cocktail	15%	84%
Mixed (Highball)	28%	80%

**1 in 3 among
Half of
Bourbon Drinkers**

**4 out of 5 Among
other half of
Bourbon Drinkers**

Cocktails - Education Events - Social Media Content - Food Pairings

Profit Idea #3 - ENABLE COCKTAILS



Cocktail Flights



3X Sales Revenue

Next “Bucket of Cocktails”



TEACH ME MY COCKTAIL EXPERIENCE



6 Different 30 to 50 Minute Experiences

1. Old Fashioned + Craft Variations
2. Manhattan + Craft Variations
3. Highball + Craft Variations
4. Whiskey Sour + Craft Variations
5. Beach Bar Tiki + Craft Variations
6. Fun & Funky + Craft Variations



Patent Pending
Micro Cocktail Ladles
Make It Possible



Profit Idea #4 ... quick quiz

Q. To build loyalty it's smarter to...?

A. Increase Dollars / Purchase occasion

B. Increase Frequency of Purchase

A. “A Increase Dollars / Purchase Occasion”

Study of 9,000 companies found that growing new customers was 3.5X More Impactful.

Profit Idea #4 - Inc. REVENUE / CUSTOMER



SUBSCRIPTION

Wood Finishes - 70% of the Flavor
Distillery "Swaps"

Craft Your Bourbon Experience	\$110
Reorder (50%)	\$23
Luxury Limited Editions	\$65
Contest Entry (20%)	\$40
Custom Cocktail experience (50%)	\$25
Holiday Gifts 24 200ml (30%)	<u>\$108</u>
	\$371
Woodford Reserve \$30 per visitor	

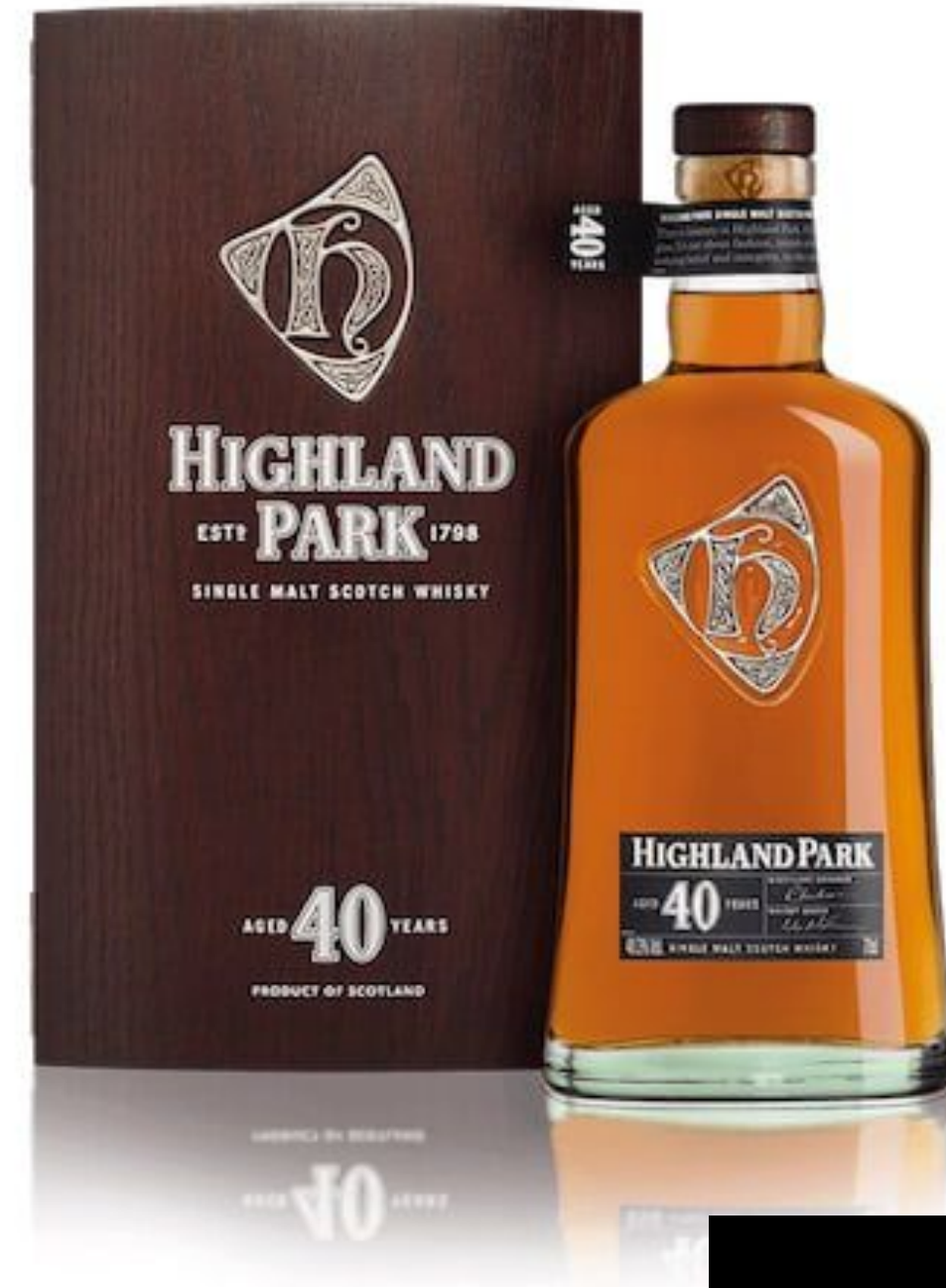
Profit Idea #5 - Leverage Scarcity

Science ON Scarcity

- Drives Value Perception
- Increases Demand
- Disrupts - Igniting Action



Profit Idea #5 - Leverage Scarcity

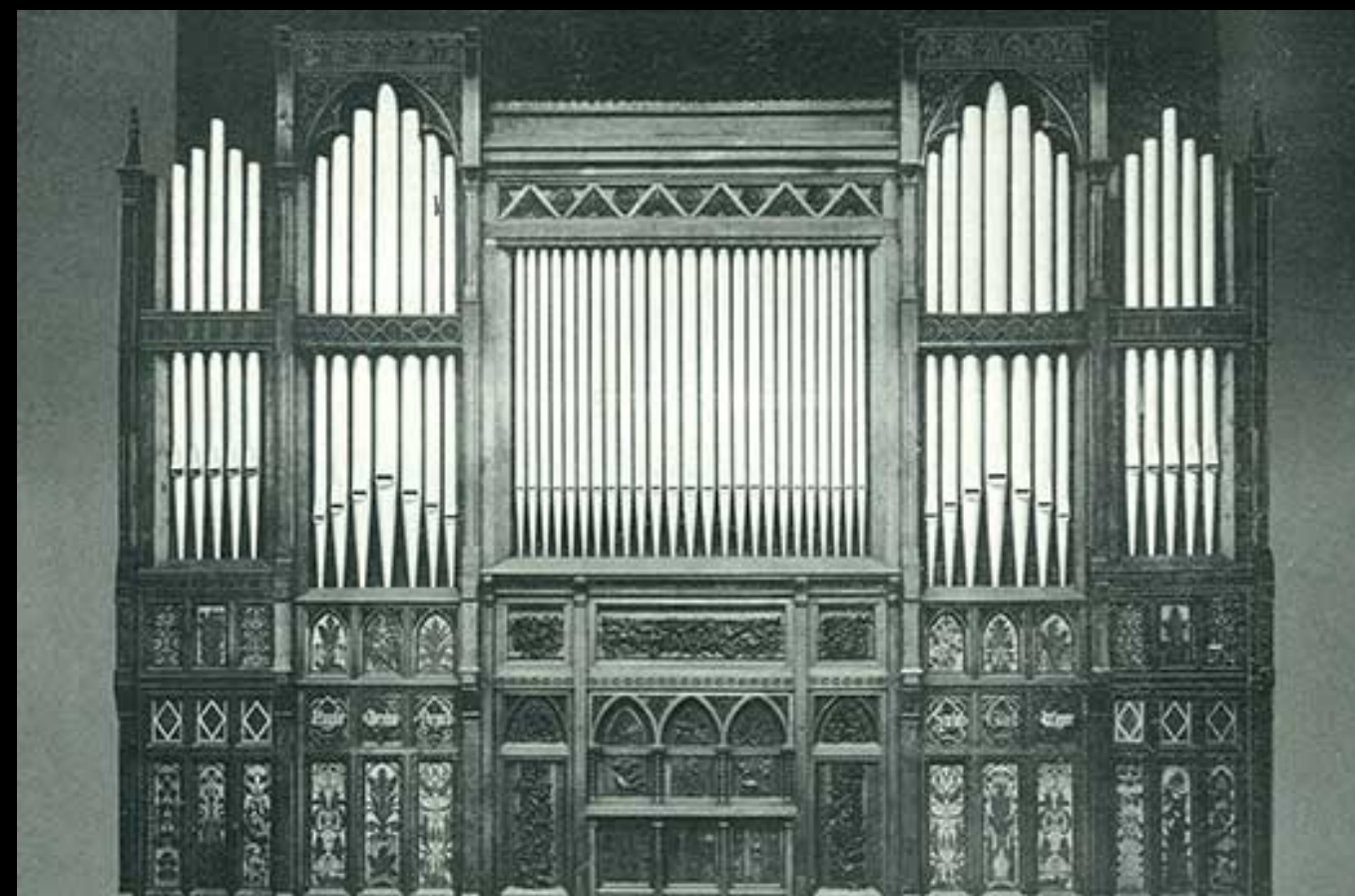


22 Years With
Ken Grier

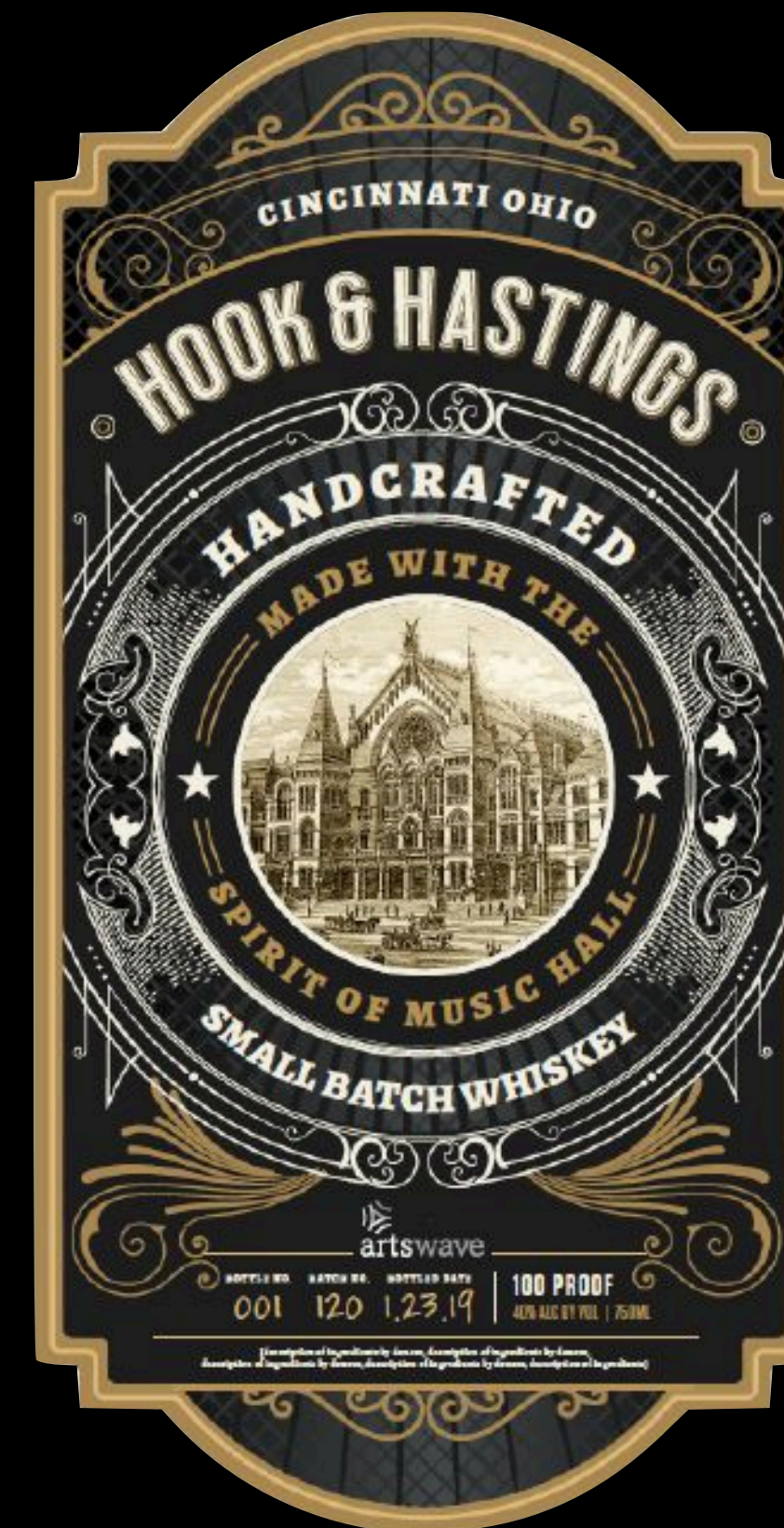


Profit Idea #5 - Leverage Scarcity

Non-Profit Collaboration DRIVES New Customers



Cincinnati Music Hall



Profit Idea #5 - Leverage Scarcity

The 1st & ONLY
New Hampshire
Bourbon & Rye
In Over 100 Years!



5 Ways to Grow the Profitability of Small & Mid Sized Distilleries

Profit Idea #1 - NEW CUSTOMERS

Profit Idea #2 - SELL EXPERIENCES

Profit Idea #3 - ENABLE COCKTAILS

Profit Idea #4 - Inc. REVENUE / CUSTOMER

Profit Idea #5 - LEVERAGE SCARCITY

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