



SEA TO SUMMIT

The Northern Salt Road Gin
Launch Plan



THE GIN LANDSCAPE



Premiumization is driving growth within the Gin Category.

The *ultra-premium* segment has *grown over 4%* compared to LY, *outpacing* mid and super premium segments.

Since 2019, *super* and *ultra premium* segments continue to *gain market share* YoY.

At an *SRP of \$39.99*, The Northern Salt Road Gin *aligns* with current Gin Category trends.

Source: Nielsen IQ; Total US xAOC + Convenience + Liquor, Calendar Year 2019 & 2022, latest 52 weeks ending 11-11-23

SALT ROAD GIN WILL RECRUIT NEW CONSUMERS TO THE CATEGORY

★ Popular cocktails including the **Negroni, Dirty Martini** and **Gin & Tonic** offer a familiar way for Gin enthusiasts to try **Salt Road Gin** and appreciate how it enhances these classic cocktails.

★ The brand origin story drives **authenticity**, a key brand attribute for multiple consumer segments.

★ Unique and **approachable flavor** offerings with Mediterranean sea salt.

THE NORTHERN
SALT ROAD GIN

As far back as the Middle Ages, merchants would load their “white gold” onto the backs of mules and travel hundreds of miles to reach the towns where sea salt was sold. This passage became known as Via del Sale.

The Northern Salt Road Gin is a journey of exploration; a mix of culture, history and gastronomy that evokes the sea to summit in every sip. Crafted with the highest quality botanicals and a pinch of salt, The Northern Salt Road Gin is a complement for classic cocktails and inspiration for modern mixology.

#SEATOSUMMIT



WHY SALT? SALT IS CHAMPIONED AS A KEY COCKTAIL INGREDIENT

- ✦ Emerging trend
- ✦ Enhances cocktail flavor depth
- ✦ Amplifies other flavors
- ✦ Salt in liquid form provides an even distribution and optimal flavor integration

The Northern Salt Road Gin will guarantee consistent, masterfully balanced flavors in every single serve.



BRAND ATTRIBUTES

PRODUCT FEATURES



Distilled in Italy



ABV



Sea Salt



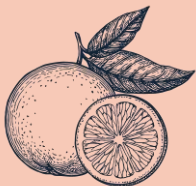
Tuscan Juniper



Coriander



Sage



Sicilian
Blood Orange



Tuscan Juniper



Coriander



Sage

COMPETITIVE SET

COMPETITIVE SET HIGHLIGHTS QUALITIES/COMMANDS PREMIUM PRICE POINT.



Avg. Price Point

\$35 - \$40

Flavor Profile

Juniper, Lime, Sea Kelp, Mint, Almonds



Avg. Price Point

\$30 - \$35

Flavor Profile

Juniper, licorice, slight hint of citrus.



Avg. Price Point

\$35 - \$40

Flavor Profile

Juniper, citrus, gunpowder tea, coriander, and spice notes



Avg. Price Point

\$35 - \$40

Flavor Profile

Juniper aromas with hints of rose, orange, lime zest, and elderflower.



\$39.99



Sea Salt



Tuscan Juniper



Coriander



Sage

Flavor Profile

The Mediterranean Sea comes to life in every sip, as notes of sea salt, juniper, coriander, and sage touch your palate and elevate modern and classic cocktails.



RIBOLI FAMILY WINES

PROPRIETARY & CONFIDENTIAL | INTENDED SOLELY FOR USE OF ADDRESSED RECIPIENT AND MAY NOT BE REPURPOSED OR REUSED



90-DAY FAST START

ON-PREMISE

- ★ **SECURE DISTRIBUTION** on The Northern Salt Road Mediterranean Gin and The Northern Salt Road Blood Orange Gin.
- ★ **TARGET NEW FLAGSHIP ACCOUNTS** and secure menu placements with signature serves.
- ★ **BUILD MOMENTUM** and drive innovative, premium and ownable cocktail experiences that consumers will recognize, share and come back to.

OFF-PREMISE

- ★ **SECURE DISTRIBUTION** on The Northern Salt Road Mediterranean Gin and The Northern Salt Road Blood Orange Gin.
- ★ **DRIVE VISIBILITY** by targeting 1 facing of each SKU to capture consumer's attention at the point of purchase.
- ★ **MERCHANDISE** with Sea to Summit thematic POS to build impactful displays.

HOW IT WORKS ON-PREMISE

CO TIER 30 flagship accounts

- ❖ Secure distribution on The Northern Salt Road Mediterranean Gin and The Northern Salt Road Blood Orange Gin
- ❖ Initial sell-in 2 cases per account
- ❖ Gain backbar visibility
- ❖ Target local bars, restaurants, premium dining, and high-volume bars/gin bars with key brand match ups
 - ❖ Comp set: target Grey Whale, Malfy, Hendricks, Empress Gin, Gunpowder Gin
- ❖ Secure permanent menu placements leveraging our signature cocktails
 - ❖ Target first placement or top 3 cocktails owning a signature serve



SELL IN
Bar staff



EDUCATE
Bartenders



MENU
Signature Serves



LIQUID TO LIPS
Consumer pull



EVENTS

FLAGSHIP ACCOUNT ON-PREMISE STRATEGY

Flagship accounts will vary per market. Follow the criteria below to maximize the opportunity:

- ✦ Focus on cities to build momentum
- ✦ Create local markets hubs
- ✦ Target high-volume accounts
- ✦ Accounts must list brand on menus

HIGH VOLUME BARS

Trendy bars
specialized on craft
cocktails



LOCAL RESTAURANTS

Local-owned accounts
that are easier to
connect with and sell-in



PREMIUM DINING

Sophisticated dining
and drinking
experience



GIN BARS

Innovative bars
specialized on
gin-based cocktails.
For gin connoisseurs



HOW IT WORKS OFF-PREMISE

TIER 1

TIER 2

- ❖ Identify retailers near flagship accounts and secure distribution to ensure consumers can purchase product after trial
- ❖ Target independents and regional chains
- ❖ Secure distribution on The Northern Salt Road Mediterranean Gin and The Northern Salt Road Blood Orange Gin
- ❖ Secure 4 cases per account
- ❖ Merchandise with The Northern Salt Road Gin POS for maximum visibility
- ❖ Where legal, execute sampling events to drive liquid-to-lips in launch markets



SELL IN
Retail account



EDUCATE
Staff



MERCHANDISE
Thematic POS



LIQUID TO LIPS
Drive Consumer pull

BRAND AWARENESS TOOLS

Salt Road Gin Trade Tool Kit

Introduce and position The Northern Salt Road Gin as a premium, high-end brand within on-premise and off-premise accounts. Utilize the Salt Road Gin Trade Tool Kit to effectively communicate the brand's story, botanicals, product features, and ideal serving suggestions.



1 kit per RFW rep and
1 per dedicated staff

Trade Tool Kit

Bar Tools

Maximize impact within on-premise accounts by leveraging The Northern Salt Road Gin Bar Tools. Increased brand visibility will drive brand awareness, product education and repeated consumer pull.

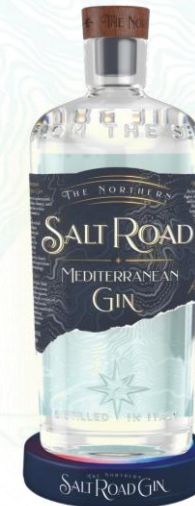
50 kit boxes per market - tier 1

30 kit boxes per market - tier 2

- 6 Rail mats
- 5 Bottle glorifiers
- 1 Branded chalkboard
- Bar sign



Rail mats



Glorifier



Bar sign



Chalkboards

EDUCATION TOOLS

Leverage education assets to conduct engaging staff trainings and ensure staff is excited about The Northern Salt Road Gin. Educate trade, bartenders, and on-premise staff.

Training Videos: To be rep-led during pre-shift staff meetings.

Staff In-Person Training: Leverage trade tool kit and booklet to speak to the product's production process, botanicals, and flavor profile.

RNDC Specialist Support: Leverage RNDC partners to further train and educate.

Bartender Giveaways: After securing sell-in, strategically utilize giveaways to solidify partnerships with bars, motivate staff, and generate excitement among bartenders to promote The Northern Salt Road Gin.



T-shirts



Hats



Pins

LIQUID TO LIPS - MENUS

Signature Serves

Utilize The Northern Salt Road Mediterranean Gin and The Northern Salt Road Blood Orange Gin signature serves.

Crack the Bottle

Introduce consumers to the brand and promote feature and menu Salt Road Gin cocktails.

- Spend: \$200
- Number of accounts: flagship with menu
- How it works: 1-hour sampling events during happy hour and/or defined high traffic time periods.
- Merchandise with menu inserts, table tents, and coasters.
- Supporting assets: cocktail booklets, consumer giveaways.

Coastal Gin & Tonic

2 oz. Salt Road Mediterranean Gin
4 oz. Elderflower Tonic
3 Dashes Orange Bitters
Squeeze Lime Wedge



The Salt Road Negroni

1 oz. Salt Road Mediterranean Gin
1 oz. Orange Aperitif
1 oz. Amaro



Vesper of the Sea

1.5 oz. Salt Road Blood Orange Gin
1 oz. French Aperitif
.5 oz. Bergamot Liqueur
3 Dashes Orange Bitters



Salted Pink

1.5 oz. Salt Road Blood Orange Gin
4 oz. Grapefruit soda
.5 oz. Triple Sec
1 Lime Wedge



CONTINUED SUPPORT

TIER 1

\$4,000
NY, TX, FL

TIER 2

\$2,000
CO, MD/DC, NJ

- ❖ Launch Events: 1-2 events per market
 - a. Salt Road Bartender night
 - i. Influencer collaboration
 - b. Trade events for brand education



MARKETING SUPPORT

PR

- Launch Press release
- PR kits for key partners
- Trade & consumer publications
- Spirit competition submissions

EXPERIENTIAL

- Brand activations
- Brand ambassadors
- Art, food & travel events
- Liquid-to-lips events where legal
- Trade events for brand education

MEDIA

- Geo-fence ads
- Audience-based display ads
- Google search ads
- Website

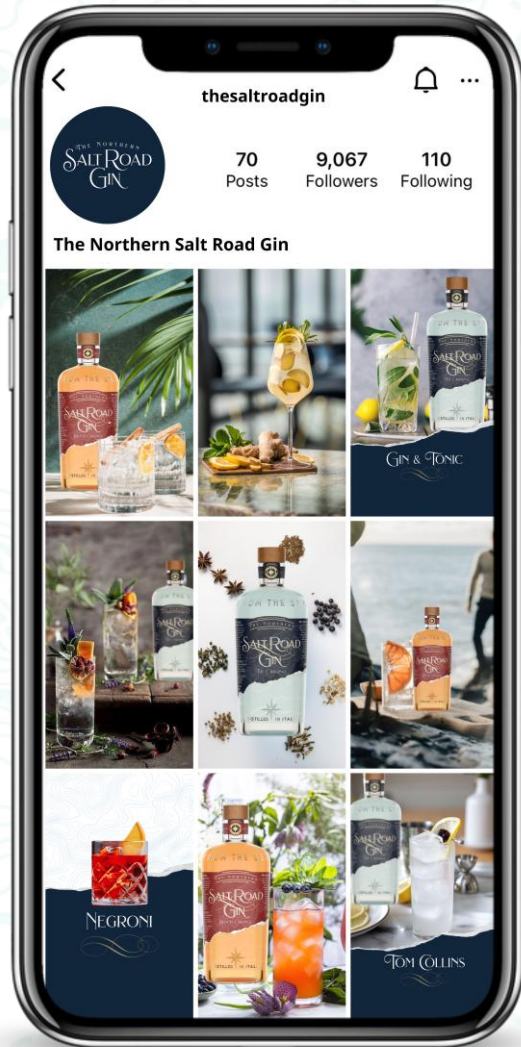
SOCIAL

- Influencer collaborations (cocktail recipes & product reviews)
- Paid ads
- Organic content
- Consumer sweepstakes



DIGITAL & SOCIAL MARKETING

@THESALTROADGIN



STRATEGY

Media

- Brand awareness assets
- Geo-fence ads for all retail accounts with distribution
- Audience-based display ads
- Google search ads
- Desktop and mobile website with SEO strategy

Social

- Graphic, photo, and video paid ad sets for phase 1 markets
- Bartender influencers collaborations: will promote brand and signature cocktails
- Retarget users who've engaged with our content.

eCommerce:

- Retarget users who've engaged with our content through digital ads that will drive consumers to product locators.



ON PREMISE TOOLS



Menu Inserts

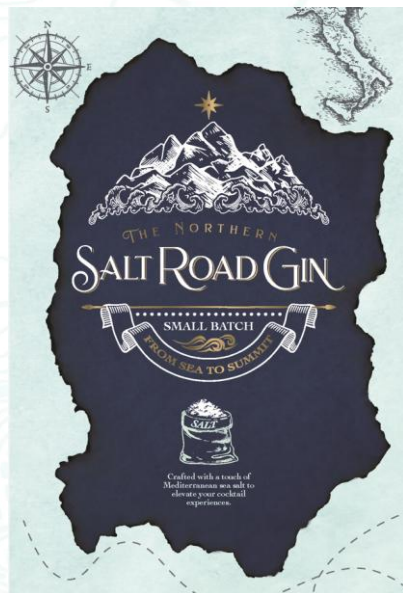


Table Tents

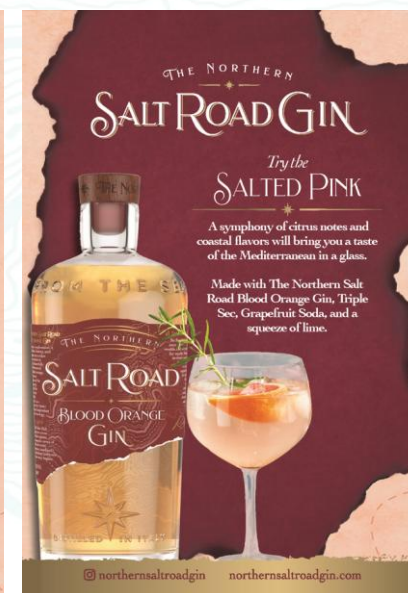
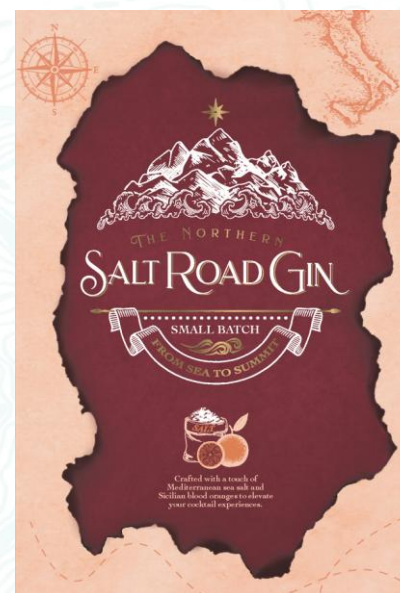
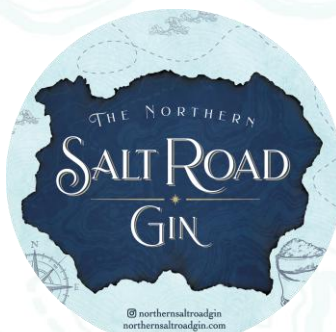
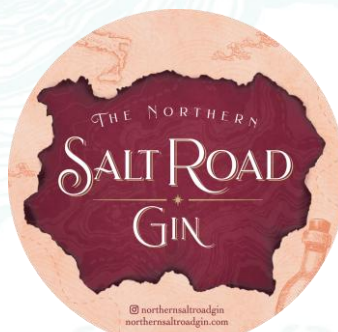
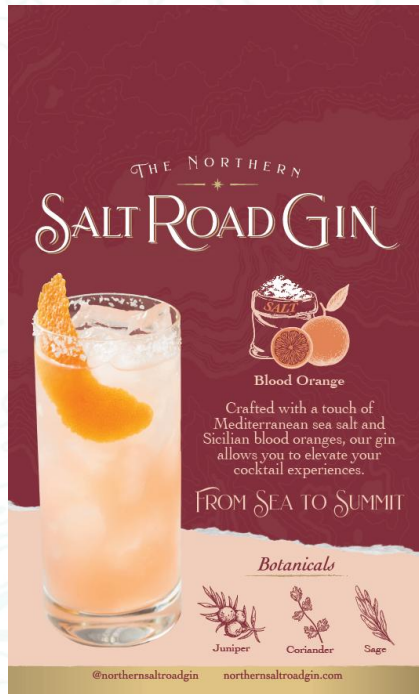
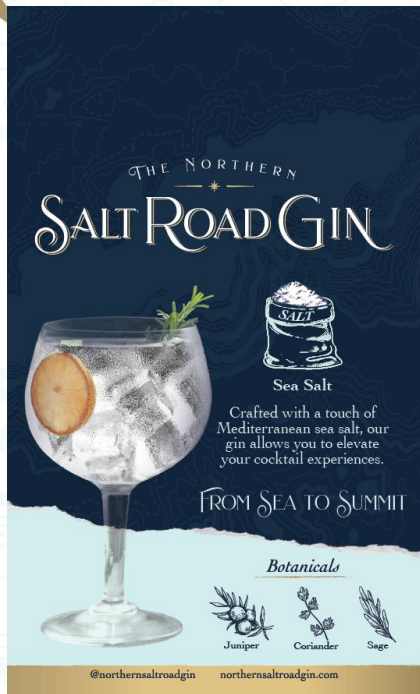


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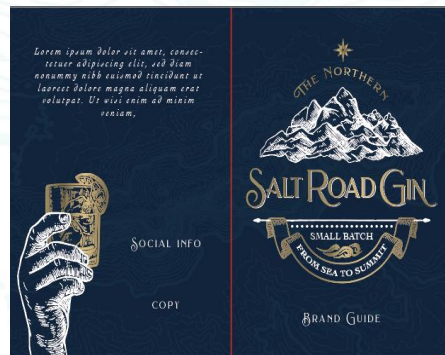


Coasters

OFF PREMISE TOOLS



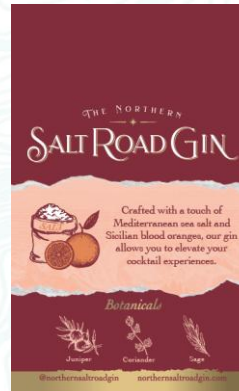
Case Tucker



Cocktail Book



Shelf Tuckers



Posters



Neckers

