

Cocktail Courier

BRAND PARTNERSHIPS

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Making a delicious cocktail at home can be intimidating, but we at **Cocktail Courier** have taken out the guesswork. We created the first ever cocktail kit delivery service, and are proud to bring bottles, fresh ingredients, and on-trend recipes directly to consumers' doors.

The country's top bartenders from Shakestir.com (our trade-facing platform) curate the drinks, while we work with our Brand Partners to push the envelope of kit possibilities.

Join us in creating bespoke, DTC marketing opportunities that place your product directly into the home of your target audience.



Who We Are

About Partnerships

We've developed a unique opportunity within the market for our Brand Partners to put their own personal stamp on custom cocktail kits. With the use of these kits, brands are able to extend their reach beyond traditional facets of their target demographics.

We project great success with Brand Kits in driving purchases, creating product trails, and building brand loyalty. Custom kits are also a great tool to further enhance event marketing, loyalty programs for VIP consumers, and the modern marketing approach of influencer campaigns.

DIAGEO

TEQUILA
PATRÓN


bliss®


Pernod Ricard


MARTELL
COGNAC

ABSOLUT.®

EMMYS 

KetelOne®
VODKA

CÎROC™

KNAPPOGUE
CASTLE
SINGLE MALT IRISH WHISKEY

 airbnb

TRUNK CLUB
A NORDSTROM COMPANY

COINTREAU

BULLEIT
BOURBON

American
Airlines 

1942
DonJulio


LILLET®
Maison fondée en 1872

Our in market audience categories include:

MEDIA/MOVIE LOVERS, TRAVELERS, FOODIES, TECH SAVVY, AND LIFESTYLE

- **75k** Email subscribers
- **60.3k** Instagram followers
- **10.4k** Twitter followers
- **300k** monthly Pinterest views
- **3.75% - 7%** conversion rate
- **40%** of purchasers are female aged **25-44**
- **67%** of users are female

in **2020**

- Cocktails sold: **1.1m**
- Customers: nearly **75k**



Statistics

Partnership Packages



Seasonal Menu Feature

NITTY GRITTY

- Kits will be available in **Mini (serves 2), Classic (serves 6-8), Just the Mix (does not include alcohol, serves 6-8), and Deluxe (serves 10+)** kits
- Classic Kits are included in our seasonal subscription rotation and retail for **\$49.99 ea.** All kit formats are available for bulk purchase
- We feature one cocktail per category, per season. Eligible product categories are **vodka, gin, tequila, rum, whisky, sparkling wine, and one mocktail.**
- To qualify for the seasonal menu, product must be available nationwide in 50ml, 200ml, or 187ml, and 375ml or 750ml formats.
- Recipe must be approved by CC as it relates to subscription kit guidelines and consumer trends
- Kits are featured on Cocktail Courier's homepage and individual kit URL
- Brand recap provided when activation is complete

MEDIA

- **Five** photos and **three** setups. Photos include one bottle/cocktail shot on a white background, cocktail/bottle shots with themed setup, and one themed kit flatlay.
- **One** recipe card per kit size available

MARKETING

- **One** Cocktail Courier email
- **One** social post across four CC platforms (Instagram, Facebook, Twitter, and Pinterest)



CONT'D

Seasonal Menu Feature

	LATE WINTER	SPRING	SUMMER	FALL	WINTER
PREORDER AVAILABLE*	December 1	February 1	May 1	August 1	October 1
SHIPMENT WINDOW	January - February	March - May	June - August	September - October	November - December
TOTAL ACTIVATION LENGTH	3 months	4 months	4 months	3 months	3 months
PRICING	\$35,000	\$52,500	\$52,500	\$35,000	\$60,000

* Necessary for corporate and bulk fulfillment. Activation contracts must be in place one month prior to preorder dates. Dates are approximate and will fluctuate based on company days of operation and annual calendars.



Public Kit Release

NITTY GRITTY

- Create a custom kit for inclusion on our **Featured Cocktails** menu and it's own dedicated URL
- Choose your ideal format: **Mini (serves 2), Classic (serves 6-8), Just the Mix (does not include alcohol, serves 6-8),** and **Deluxe (serves 10+)** kits
- Additional kit formats are available for **\$2,500** per format
- Additional formats do not include additional photography
- Bulk purchasing options dependent on product availability
- Costs of kit and shipping are passed on to the consumer

1ST MONTH

\$20,000

\$30,000

SUBSEQUENT MONTHS

\$12,500

\$19,000

QUARTERS
1, 2, 3

QUARTER 4

MEDIA

- **Five** photos and **three** setups. Photos include one bottle/ cocktail shot on a white background, cocktail/bottle shots with themed setup, and one themed kit flatlay.
- **One** recipe card per kit size available
- All photos are shot in 2:3 format.

MARKETING

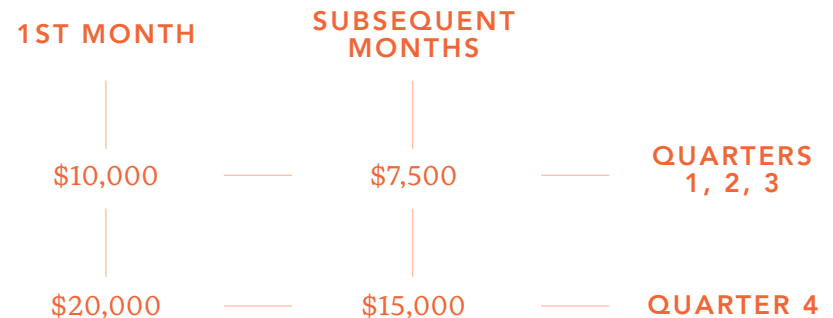
- **One** Cocktail Courier email
- **One** social post across four CC platforms (Instagram, Facebook, Twitter, and Pinterest)



Private Kit Release

NITTY GRITTY

- Create a Cocktail Courier kit to support your marketing initiatives.
- Choose your ideal format: **Mini (serves 2)**, **Classic (serves 6-8)**, **Just the Mix (does not include alcohol, serves 6-8)**, and **Deluxe (serves 10+)** kits
- Additional kit formats are available for **\$2,500** per format
- Additional formats do not include additional photography
- Includes a hidden URL for ordering at your convenience
- Activation fees do not include the price of kits or shipping



MEDIA

- **Three** photos (cocktail(s) with bottle, cocktail(s), and kit)
- **One** recipe card per kit size available
- All photos are shot in 2:3 format

MARKETING

- See page 10 for Marketing Add-Ons

Partnership Add-Ons

COFFEE!

COCKTAIL KIT

Courier

LEYS
Cocktail
KIT
LESS
SUGAR & CALORIES



Marketing Add-ons

THREE TIER SOLUTIONS (3TS) - \$30,000

- Connect your customers with licensed liquor retailers across the country via your own Three Tier Solutions Microsite
- One-time setup fee per microsite
- Maximum of **9 retail items** per Microsite
- One complimentary evergreen cocktail kit on your Microsite
- No additional fees for bottle additions
- **\$5,000** per additional 1-month kit feature on Microsite
- **50% activation fee discount** for 1-month feature on CC Featured Kits page
- **5% transaction fee** on each order placed through your Microsite

SHAKESTIR COMPETITION - \$7,500

- Promote your brand with a Cocktail Competition!
- **4 emails** to Shakstir's network of 45k email subscribers, comprised of beverage industry professionals
- **2 social posts** across three platforms (IG, Twitter, FB)

ONE BRANDED EMAIL - \$5,000

ONE ORGANIC SOCIAL MEDIA POST - \$3,000

- Across 4 CC platforms (IG, Twitter, FB, Pinterest)

CC HOMEPAGE BANNER

- Slot is for 1 of 3 rotating hero images
- **\$1,000 per week in Q1-Q3**
- **\$5,000 per week in Q4**
- Multiple brand partners will not be featured in weekly banners



Creative Add-ons



PHOTOGRAPHY - VARIES

- \$1,000 per additional setup, \$500 per additional alt
- Custom web banners, alternative cocktail and kit photos

GIF CREATION - \$500 - \$2,000

- Price dependant on quantity of setups and shoot location

STOP MOTION - \$2,000 - \$4,000

- Across 4 CC platforms (IG, Twitter, FB, Pinterest)

ADDITIONAL IMAGE FORMATS

- \$50 per aspect ratio, per photo.



Custom Add-ons

CUSTOM KIT BOX

- \$3,500 setup fee
- No fee per kit

CUSTOM KIT STICKER

- \$100 art fee
- \$2.99 per sticker (all sizes)

CUSTOM PRINT INSERT

- \$100 art fee
- \$2.99 per piece (all sizes)

CUSTOM SYRUP LABEL

- \$100 art fee
- No fee per label

CUSTOM COLOR CRINKLE

- Matte: \$2 per Mini Kit, \$3 per Classic Kit, \$4 per Deluxe Kit
- Metallic: \$3 per Mini Kit, \$4 per Classic Kit, \$9 per Deluxe Kit

INCLUDE OUTSIDE ADDITIONS

- \$250 fee per item
- No fee per kit

Kit Specifications



Kit Specifications

KIT INGREDIENTS

A general rule of thumb is that if an ingredient can't be left at room temperature for 4 days without spoilage, it can't be included in a kit's contents. Here is a list of fresh ingredients we advise against using.

Berries	Bananas	Melons	Cilantro	Fennel
Plums	Nectarines	Basil	Dill	Mint
Cherries	Cherries	Parsley	Tarragon	

Additionally, when creating the kits, we keep in mind the cocktails are geared toward the home bartender and intended to highlight the participating spirit.

We also do not recommend including Large Format Spirits and Price Prohibitive Items, as they will not fit in standard packaging and greatly increase the final kit cost. We recommend sticking to one spirit per kit and using non-alcoholic modifiers. Here is a list of items we advise against using.

Most Amaros	Suze	Green Chartreuse
Aperol	Lillet	Luxardo Maraschino
Campari	Cointreau	Cocchi (Americano & Rosa)
Chambord	Fernet Branca	

KIT AND PRINT DIMENSIONS

Here are the dimensions for our Mini, Classic, and Deluxe kit boxes. All Just The Mix kits come in Classic boxes.

Mini Box Dimensions: L: 7 5/8" x W: 4" x H: 5 3/8"

Classic Box Dimensions: L: 10" x W: 7 1/4" x H: 9 1/4"

Deluxe Box Dimensions: L: 13" x H: 14" x W: 12 3/8"

Here are the dimensions of our recipe cards by kit size. We recommend additional print inserts are printed at the same sizes. All files must be provided as outlined CMYK PDFs with 1/8" bleed and trim marks.

Mini Recipe Card Dimensions: 3.75" x 6.25" (Portrait Orientation)

Classic/Deluxe Card Dimensions: 5" x 8.25" (Portrait Orientation)

For templates, specs, and examples,

[CLICK HERE](#)

Partnership Timeline

3 WEEKS PRIOR:

- CC to send creative brief regarding product treatment, shot list and schedule, and print/social mocks.
- Schedule review meeting with client.
- Brand Provided kit items to arrive at CC warehouse.

2 WEEKS PRIOR:

- CC to send custom print materials to production.

1 WEEK PRIOR:

- Early ordering to begin (for media drops, etc.) if applicable.

1 MONTH PRIOR:

- Contract signed 1 month before live date.
- Brand to provide direction and specifics regarding:
 - Cocktail recipe
 - Additional kit materials
 - Kit customization
 - Creative direction
 - CC to send activation timeline

2.5 WEEKS PRIOR:

- CC to begin photography. 1-2 days depending on creative add-ons.
- CC to send for live approval during shoot.
- Final edits to be sent up to 2 business days post-shoot.
- Revised recipe cards, social posts, and emails sent for final approval after photography is approved.

1.5 WEEKS PRIOR:

- Kit URLs created and web pages made.
- CC to send web page for brand approval.

Partnership Timeline



Recent Work





Email contact@cocktailcourier.com to get started.