



Levy MLB
Season LTO

Ketel One Espresso Martini

MLB Season 2023-2024



TREND FOCUS

ESPRESSO MARTINI

Intermediate

1.25 oz Ketel One Vodka

Coupe

Bar Ice

Shake & Strain

1 oz Espresso coffee (hot)
.5 oz Simple Syrup
.25 oz Coffee Liqueur
3 Coffee Beans Garnish





MAKE IT EXCEPTIONAL WITH THE KETEL ONE ESPRESSO MARTINI

SITUATION

The Espresso Martini ranks as the #3rd most popular cocktail and has continued to grow in sales yoy.* Additionally, as the industry bounces back from the pandemic and consumers get back to the bar demand for on-trend and elevated cocktails, like the Espresso Martini are growing.

IDEA

Ketel One can own this iconic, on trend and growing cocktail throughout the on-premise with an exceptional set of tools to deliver the perfect Ketel One Espresso Martini.



WHY KETEL ONE

#1 Best Selling Vodka

#1 Top Trending Vodka

#1 Top 10 Bartenders Choice Award

<https://www.drinksguide.com/a/1127/worlds-top-100-cocktails/1-20>

Source: forbes.com **Source: <https://www.drinksguide.com/encyclopedia/1607/cocktails/drink-trends-predicted>



ESPRESSO MARTINI CONTINUES TO TREND

3. **Espresso Martini** - this stimulating cocktail retains its 3rd place (up from 7th place in 2019) and its numbers have grown so much over recent months that I predict a higher position at the end of 2022.

<https://www.diffordsguide.com/g/1127/worlds-top-100-cocktails/1-20>



"I've probably made more espresso martinis in the past year than in the rest of my career cumulatively," says the longtime New York bartender Ben Rojo. Demand has gotten so extreme that, at [Café Altro Paradiso](#) in Soho, the bar staff batches its espresso ahead of time to prepare for the deluge of orders that comes in each night.

<https://www.arubastreet.com/2021/10/why-bartenders-hate-espresso-martinis.html>



The majority of top cocktails have seen double-digit growth, led by the Espresso Martini, with the average outlet earning +40% more from its sale versus October*. Remaining in the top 10 most popular cocktails in New York from Mid-Day onwards, this demonstrates the Espresso Martini is not solely an evening cocktail. *Source: CGA May 25, 2022*



Chalemet, 25, and David, 74, both sported casual attire for lunch in New York City.



American bars and the American spirits industry realized the need for quality serves, and the market opportunity that goes along with that. "Espresso machines began to appear in cocktail bars around the same time that American baristas began calibrating their shot pulls for espresso,"

<https://www.forbes.com/sites/alywalansky/2021/09/20/a-moment-of-appreciation-for-the-espresso-martini/?sh=3211f37d6698>



SUGGESTED SERVES



CLASSIC ESPRESSO MARTINI

1.5 oz Ketel One Vodka
1 oz Mr Black (or similar Coffee Liqueur)
1 oz Espresso or Cold Brew Concentrate
0.25oz Simple Sugar
Garnish with 3 coffee beans or an orange twist



ORANJE ESPRESSO MARTINI

1.5 oz Ketel One Oranje Vodka
1 oz Mr Black (or similar Coffee Liqueur)
1 oz Espresso or Cold Brew Concentrate
0.5oz Crème de Cacao
Garnish with shaved chocolate or an orange twist

BATCH RECIPE

(best used with Nitro Dispenser, sold by www.shotchillers.com)

47 oz Ketel One Vodka
20oz Mr. Black (or similar Coffee Liqueur)
68oz Espresso or Cold Brew Concentrate
20oz Simple Sugar
27oz Water

Method

Pour all ingredients into a 170oz container, close lid and shake. Batch is ready to use and will last 3 days in the refrigerator.



MLB SPONSORSHIPS



TEAM	STATE	BRAND	NOTES
Angels	CA	Ketel One, Don Julio Johnnie Walker, Bulleit	Includes Spring Training in AZ
Giants	CA	Ketel One & Don Julio	
Oakland A's	CA	Ketel One, Don Julio & Bulleit	

Thank You

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