#### Levy RFP / MLB Season Stadium Activation

# HEAD UP FOR A PEP TALK



## **OVERVIEW**:

- Perk up with a 'Pep Talk' pre-game! This Pep Talk is not your average chant, but a frozen variation of the Espresso Martini crafted to keep you cool during those hot, summer days at the ballpark.
  - Research shows Espresso Martini cocktails are here to stay and will continue to evolve on the beverage menu.<sup>1</sup>
- Include a QR code on promotional materials (e.g. posters, bar clings, etc.) linking to a video of a 'pep talk.'
  - Plus-up this video by asking local team players to record their very own pep talks for fans!
- Complete cocktail with a **branded coffee sleeve** to seamlessly brand glassware and reduce chilly condensation!

## **COCKTAIL FOR CONSIDERATION:**

- Pep Talk This frozen Espresso Martini is the perfect pep-up for any occasion! Smooth
  notes of sweet vanilla from Kahlúa balance out the bitter notes from the espresso for
  the perfect drink.
  - Include branded, anti-glare strips clipped to the cocktail as a unique and engaging garnish. Encourage guests to post to social media with strips for a chance to be featured on the big screen!

## **ADDITIONAL ELEMENTS:**

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Consider discounting the cocktail anytime a home team player hits a Grand Slam!
 Support activation on the jumbotron with fun and exciting video to excite and engage guest.



# JAMESON ORANGE SQUEEZE PLAY

## **OVERVIEW:**

- Try a Squeeze Play this season with baseball's number one fan duo Jameson and Orange. Featuring Jameson Orange, ABSOLUT Vodka, ginger beer, and garnished with an orange slice, the 'Orange in the Outfield' cocktail is reminiscent of a creamsicle - making it an instant gameday classic!
- When the jumbotron reads 'Squeeze Play', fans will be encouraged to give their best 'orange slice smile' for the camera.
  - Alternatively, offer a Boiler Maker for those beer drinkers in the crowd – a pint of Blue Moon, Jameson Orange hitch hiker and an orange slice.
- Promote engagement with QR code bar clings, posters and even a video of the ritual on the big screen (i.e. get your drinks ready & join us at the bottom of the 7<sup>th</sup> for a squeeze play!)
  - Encourage guests to take a picture with orange in mouth, drink in hand & hashtag #JamesonOrangeSqueezePlay for a chance to get their post on the screen and receive Jameson swag (where legal)!

## **ADDITIONAL ELEMENT:**

- Consider a pop-up activation with all things Jameson Orange including a branded bar, swag, and local rep to educate guests on the brand. Great event for the Tropicana Field!
- For those who prefer a short drink, feature the 'Orange in the Outfield' as a shooter.







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### Levy RFP / Cocktail Recipe Suggestion

# PEP TALK



ABSOLUT

VANILLA FLAVORED VODKA

RATURAL FLAVOR. NO ADDED SUGAR. GLUTEN-FREE 38% ALC/VOL IMPORTED structure St. 26431 PODUCED & BOTTLED IN THE VILLAGE OF AHUS, SREDR

PEP TALK				
	INGREDIENTS 1.00 oz 0.50 oz 2.00 oz 1.00 oz	S Absolut Vanilia Vodka Kahlúa Finest Call Espresso Mix Vanilla Reàl	\$0.71 \$0.35 \$0.22 \$0.30	E
GLASS Rocks METHOD Blender	GARNISHES 3.00 ea.	Espresso Beans	\$0.30 DTAL COST: \$1.88	KA
PRICE & MARGIN           \$12.00         15.7%           \$14.00         13.4%           \$16.00         11.8%	Ab	solut Original or Vanilia can I be used for this cocktail	both	

#### **TASTING NOTES:**

This frozen take on an Espresso Martini is the perfect pep up for any occasion! Smooth notes of sweet vanilla round out the Espresso with a Kahlúa kick on the end.

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# SQUEEZE PLAY



SPIRIT DRINK N IRISH WHISKE AL ORANGE FLA RODUCT OF IRELAND





#### **TASTING NOTES:**

An orange whiskey with a White Belgian Wheat Ale? It is like these two were meant for each other.

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# ORANGE IN THE OUTFIELD V1 (COCKTAIL)





#### **TASTING NOTES:**

The Orange in the Outfield cocktail has smooth orange notes on the front and a bite of ginger beer on the back!



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## Levy RFP / Cocktail Recipe Suggestion PLAY ROSÉ ALL DAY







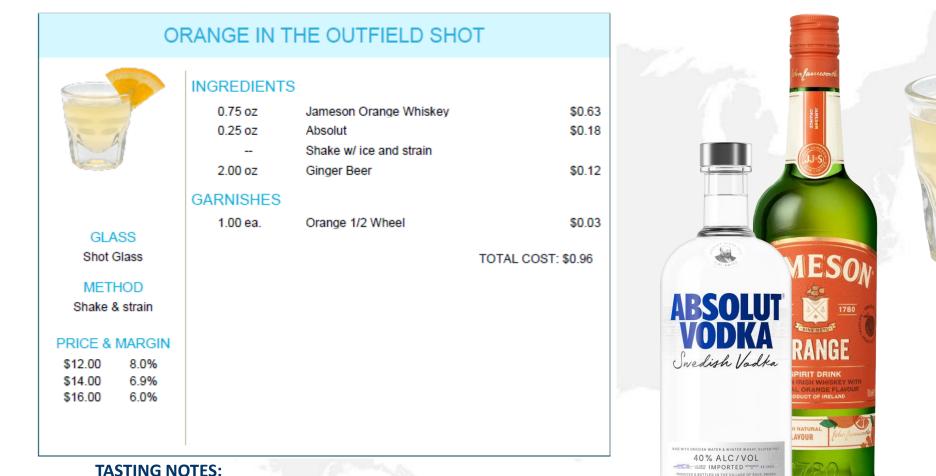
#### **TASTING NOTES:**

A refreshing Watermelon Rosé on the rocks. Agave and lime find the perfect balance with notes of sweet watermelon. A perfect Summer sipper. Levy RFP / Cocktail Recipe Suggestion

# ORANGE IN THE OUTFIELD V1 (SHOT)



INPORTED HERALC JYOL CREPEDIC



COUNTRY OF SWEDEN

#### **TASTING NOTES:**

The Orange in the Outfield cocktail has smooth orange notes on the front and a bite of ginger beer on the back!