

# 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:

- 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.*

*Levy*

Privileged and Confidential



# 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 #Jameson**Orange**SqueezePlay 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.



# PEP TALK

PEP TALK



**INGREDIENTS**

1.00 oz	Absolut Vanilia Vodka	\$0.71
0.50 oz	Kahlúa	\$0.35
2.00 oz	Finest Call Espresso Mix	\$0.22
1.00 oz	Vanilla Reàl	\$0.30

**GARNISHES**

3.00 ea.	Espresso Beans	\$0.30
----------	----------------	--------

**TOTAL COST: \$1.88**

**GLASS**  
Rocks

**METHOD**  
Blender


**PRICE & MARGIN**

\$12.00	15.7%
\$14.00	13.4%
\$16.00	11.8%


Absolut Original or Vanilia can both be used for this cocktail

**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.




Privileged and Confidential



3



# SQUEEZE PLAY

JAMESON ORANGE & BLUE MOON			
	<b>INGREDIENTS</b>		
	2.25 oz	Jameson Orange Whiskey	\$1.89
	16.00 oz	Blue Moon Draft	\$1.28
	<b>GARNISHES</b>		
	1.00 ea.	Orange Wedge	\$0.04
			<b>TOTAL COST: \$3.21</b>
<b>GLASS</b>			
Pint & Shot Glass			
<b>METHOD</b>			
Build			
<b>PRICE &amp; MARGIN</b>			
\$10.00	32.1%		
\$12.00	26.8%		
\$14.00	22.9%		




## TASTING NOTES:

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



# ORANGE IN THE OUTFIELD V1 (COCKTAIL)

## ORANGE IN THE OUTFIELD



**GLASS**  
Rocks

**METHOD**  
Build

**PRICE & MARGIN**

\$12.00	12.5%
\$14.00	10.7%
\$16.00	9.4%

**INGREDIENTS**

1.25 oz	Jameson Orange Whiskey	\$1.05
0.25 oz	Absolut	\$0.18
4.00 oz	Ginger Beer	\$0.23

**GARNISHES**

1.00 ea.	Orange Wedge	\$0.04
----------	--------------	--------

**TOTAL COST: \$1.50**

**TASTING NOTES:**

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



# PLAY ROSÉ ALL DAY

## PLAY ROSÉ ALL DAY



### GLASS

Wine Glass

### METHOD

Build & stir

### PRICE & MARGIN

\$12.00	20.2%
\$14.00	17.3%
\$16.00	15.1%

### INGREDIENTS

1.25 oz	Absolut Watermelon Vodka	\$0.88
0.50 oz	Agave Nectar	\$0.07
0.50 oz	Lime Juice	\$0.04
0.50 oz	Finest Call Watermelon Puree	\$0.05
2.00 oz	Mumm Napa Brut Rosé	\$1.34

### GARNISHES

1.00 ea.	Lemon Slice	\$0.04
----------	-------------	--------

TOTAL COST: \$2.42


### 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.



# ORANGE IN THE OUTFIELD V1 (SHOT)

ORANGE IN THE OUTFIELD SHOT



GLASS

Shot Glass

METHOD

Shake & strain

PRICE & MARGIN

\$12.00	8.0%
\$14.00	6.9%
\$16.00	6.0%

INGREDIENTS

0.75 oz	Jameson Orange Whiskey	\$0.63
0.25 oz	Absolut	\$0.18
--	Shake w/ ice and strain	
2.00 oz	Ginger Beer	\$0.12

GARNISHES

1.00 ea.	Orange 1/2 Wheel	\$0.03
----------	------------------	--------

TOTAL COST: \$0.96

**TASTING NOTES:**

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

