



RÉMY COINTREAU

LEVY

MLB LTO Presentation
November 2022





RÉMY COINTREAU

Terroir, people and time



RÉMY COINTREAU

Our mission is to only craft **exceptional spirits** that allow us to **work together to inspire, engage, entertain, & enhance your guests' experiences**, ultimately creating an indelible impression on all—the key to gaining their loyalty.





**IT'S A HOME
RUN WITH
COINTREAU
ON GAME DAY!**

COINTREAU HAS INCREDIBLE MOMENTUM

MAINTAINED STRONG BRAND PERFORMANCE IN 2022

RELEVANT FOR ON
PREMISE CONSUMERS ...

67%

OF CONSUMERS ARE VERY LIKELY TO
TRY A MARGARITA WITH
COINTREAU WHEN DINING OUT

71%

POSITIVELY, AGREE THAT COINTREAU
IS A PREMIUM BRAND

82%

ARE WILLING TO PAY UP TO \$4 MORE!

NIELSEN CGA CONSUMER SURVEY



TOP MARKET SHARE
GAINER IN CORDIALS



+1.4



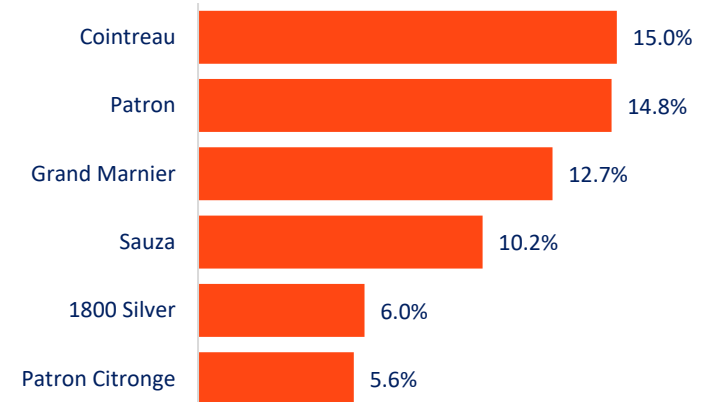
+3.4



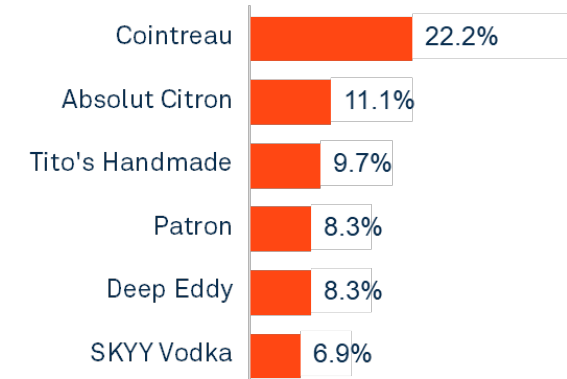
+0.6

#1 SHARE GAINER IN THE CORDIALS
CATEGORY IN THE LAST 2 YEARS
(+3.4pts)

#1 BRANDED SPIRIT
IN THE MARGARITA



AND...THE COSMOPOLITAN!



RATIONALE - GAME DAY MARGARITAS WITH COINTREAU!

MARGARITA DRINKERS LOVE WATCHING SPORTS

38X

more likely than gen pop to say they spend free time / money attending sporting events

29X

more likely than gen pop to say they spent more time watching sports over past year



Arthur Williams @AWilliams_Vizor
Margaritas and football, I'm in my happy place.

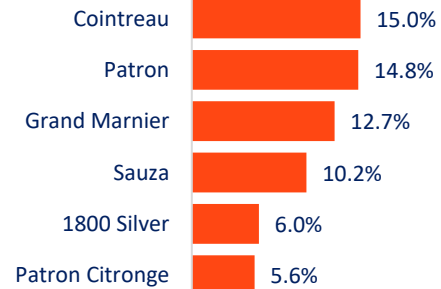
Tino™ @TinoWantDaBinos
Margaritas & march madness eliminates all the madness.

Brittin Meridith @BrittinMeridith
I just wanna watch the Olympics and drink margaritas

Jason Pfeiler @jpfeiler1688
KU game on. Margaritas rolling. Tailgate food ready. And we scored first! Let's go!

COINTREAU IS #1

Top branded Spirits in Margarita
MENU LISTING % SHARE



2021 MARKED COINTREAU 1ST EVER SUPERBOWL AD!



30 MM IMPRESSIONS

Cointreau's "Love Letters" campaign was met with great interest from hospitality industry supporters throughout the U.S. Launching on the biggest stage in television – The Superbowl –

CELEBRITY & INFLUENCER PARTNERS

2022

MARGARITA

DAN LEVY COCKTAIL SERIES



Levy and notable chefs will show viewers how they prepare to host fun and memorable at-home celebrations with Cointreau and their favorite variations of Margaritas through a three-part content series 'Margaritas & More.'

FOOD&WINE
Entertainment



LIVE
NOW!

COSMOPOLITAN



FIND YOUR PERFECT
COINTREAU COCKTAILS

CHOOSE YOURS

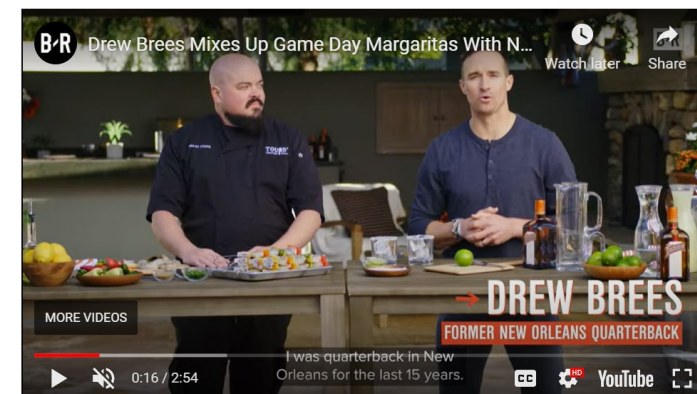


FOOD&WINE Entertainment YouTube Facebook Instagram

FOLLOW THE CONTENT SERIES VIA [THIS LINK](#)

GAME DAY

DREW BRES X BLEACHER REPORT



“Home-gating With Margarita’s” – 2 Episodes Featuring Drew Brees & Celebrity Chef On Batching Margaritas For Game Day!

- ✓ Social & Influencer Buzz During Superbowl Weekend



<https://bleacherreport.com/articles/2951966-drew-brees-and-pro-chef-team-up-with-cointreau-to-make-game-day-cocktails>

Watch HERE: <https://partneredcontent.ew.com/cointreau/dan-levy-approved-margaritas>

WATCH HERE: <https://partneredcontent.foodandwine.com/cointreau/the-holidays-start-with-a-cosmo/>

BLEACHER REPORT IS THE #1 MOST ENGAGED SPORTS & LIFESTYLE BRAND



1.2 BILLION IMPRESSIONS
JAN – MARCH 2021



+53% MORE LIKELY FOR A B/R FOLLOWER TO BE INTERESTED IN MARGARITAS THAN THE AVERAGE

+33% MORE LIKELY FOR A B/R FOLLOWER TO HAVE CONSUMED A COINTREAU MARGARITA IN PAST MONTH

72% OF B/R'S 21+ AUDIENCE HAVE CONSUMED SPIRITS IN THE LAST MONTH

\$110K MEDIAN HOUSEHOLD INCOME



Custom Content & Engagement



- MVP of Super Bowl XLIV leading the New Orleans Saints to their first Super Bowl championship.
- Holds numerous career passing records. Retired as the NFL's all-time leader in passing yards and completions.
- Currently a studio analyst on TV's #1 program, NBC Sunday Night Football. Restaurateur and philanthropist.

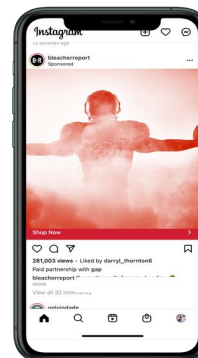


CUSTOM CONTENT (JAN- FEB)

2 episodes featuring Drew Brees paired with celebrity chef mixing up batched Margaritas and Game Day fare.

HOMEGATING WITH MARGARITAS: DREW + CELEB CHEF

VIDEO SERIES



SUPERBOWL EVENT



SOCIAL MEDIA POSTS



COINTREAU GAME DAY MARGARITA PROGRAM!

ON TAP

THE ORIGINAL MARGARITA



At select General Concession Outlets Offer The 'All-Star' (top shelf) Margarita with Cointreau on Tap to provide a premium, consistent, & profitable cocktail to the stadium goers!

QUALITY

CONSISTENT

SPEED

IN SUITE

GROUP SERVE & TRADE UP RITUALS



Within Select Suites Offer guests The Original Margarita:

- Cocktail Keg or Pitcher
- Hitchhiker Float
- Game Day Shooters
- Table Side Margarita Cart for customized solutions, flavor variations, salts, garnishes etc.



EVENTS

GAME DAY ACTIVATIONS



Create a Memorable 'Game Day' experience for guests.

- Activate the Cointreau "Bullpen" Car during key occasions such as Cinco de Mayo, Mother's Day, All Star Week & Playoff's!

The “All-Star” Margarita

Top Shelf Margarita + Activation



Cointreau is the “Original Margarita” – The Original triple sec and #1 Brand listed in Margarita’s on cocktail menus!

In 2023, The Margarita cocktail is celebrating it’s 75th Birthday! Pay homage to how and where it all began back in 1948 – when Margarita Sames made this iconic cocktail in her Acapulco home.

PROGRAM IDEA:

- Offer guests a premium margarita option at concessions & in suite this year with an “All-Star” (top shelf) Cointreau Margarita.
- Feature this cocktail in suite with a signature celebratory garnish like party garnish/ sparkler or custom cocktail pick encouraging guest to ‘celebrate’ any occasion.
- Alternatively for ease of service – batch this cocktail and allow for a group serve in customized growler kegs &/or pitchers.
- Enhance the “Diamond” Jubilee celebration a of this premium Margarita made with Cointreau with a custom cocktail tattoo as a garnish.



MARGARITA CONSUMER AT A GLANCE



RÉMY COINTREAU



IMPORTANCE OF BRANDS

Brands are a key factor in what a consumers consider premium in cocktails including the Margarita. **68% consider Cointreau a premium brand** and **1 in 4 consumers say the brand of orange liqueur is a key association with a premium Margarita.**



COCKTAIL MENU USAGE

72% of Consumers frequently look at the cocktail menu to make their decisions with brands. This further suggests consumers do care about which brands are in their drinks since they are actively seeking out this information.



THE PERFECT SERVE

There are clear preferences when it comes to how and when consumers like to drink Margaritas. Time of day and occasions could allow better program approach when it comes to the casual dining versus the polished casual channels.



OTHER OPPORTUNITIES

Frozen Margaritas and Margaritas TO-GO are of considerable appeal to consumers. Consumers demonstrate that they are **willing to pay extra for these options.**



CONSUMER PERCEPTION

Cointreau brand is perceived very positively and 62% are likely to try a Cointreau Margarita. The difference between those willing to try and those who have already had a Margarita containing Cointreau shows a level of opportunity to the operator who does not offer a Margarita with Cointreau currently.



POLISHED / CASUAL DINING CONSUMER

Polished casual consumers are more likely to **agree Cointreau is a premium brand, one that makes a great tasting Margarita and are willing to pay more for.** They are also more likely to **find the various To-Go or frozen options for a Margarita appealing.**



The Cosmopolitan

Cosmos For a Cause

Capitalize on the resurgence of the Cosmo and honor MLB's support of Breast Cancer Awareness during month of May/Mother's Day!

PROGRAM IDEAS:

- **Feature the Cosmopolitan cocktail during the month of May!**
- Donate a portion of proceeds from each cocktail sold during the month to Breast Cancer charity as an additional tie into the MLB's existing initiative.
- In suite options include using a **signature Cosmo For a Cause PINK shaker**.
- Or a **flight** which can consist of other variations such as the Cos-Bro (with whiskey), Sparkling Cosmo, or trending flavors like Passionfruit or Strawberry.
- Guests who purchase the signature cocktail will receive a **Cosmo For a Cause bracelet or pin** (while supplies last) to commemorate their support.

RATIONALE:

- Cointreau remains the #1 ingredient in this iconic cocktail! ¹
- Metrix Lab's bartender survey calls "The Cosmo" as #3 most popular cocktail! ²
- Search interest in Cosmopolitan Cocktail is up +80% over past year.



Cointreau Crush (Spritz)

Creative Cocktail Solution



The Cointreau Crush is a simple 3 ingredient, vitamin packed, refreshing cocktail perfect for that early morning flight or layover!

PROGRAM IDEAS:

- Create this cocktail with fresh orange juice with a simple yet eye catching orange press / crush machine behind the bar!
- Easily batched for a group serve, brunch/am cocktail occasion.
- Cointreau 'Crushin' It Shot – is a simple and tasty shot solution – perfect for a 'game day' occasion.

RATIONALE:

- About 12% of operators list a 'spritz' on menu... and it's not just Aperol!
- A smaller base right now but certainly an emerging trend with +14% growth vs LY.
- About 40% of spritz on menu include something else: 9% vodka, 6% gin or other liquor/sparkling wine.
- Orange is the *only* mature flavor - however Blood orange, raspberry, cranberry, lemon & lime and grapefruit are all considered mainstream.



Game Day Shooters

In Suite Shot Cocktails & Activation



PROGRAM IDEA:

- Offer a selection of 'Game Day Shooters' throughout the game to focus in on key moments.
- **Shot Thought Starters:**
 - **First Pitch:** Ease into your seat for the 1st pitch with a half beer, half Cointreau and garnished with Tajin. It's a play on a classic Shandy.
 - **Home Run Hitter:** Celebrate with The 'Cointreau' Crush - Vodka, Cointreau, orange juice & splash of soda
 - **7th Inning Stretch:** Take a shot with that stretch! Made with whiskey, Cointreau, fresh lime juice, and topped with a splash of soda
 - **Extra Innings:** Stay energized with a shot of Cointreau, coffee liqueur, and Irish cream!
 - **The Champion** - Blue Powerade & Cointreau Or Gatorade & Cointreau with a Tang rim - both make for a perfect post-game shot, filled with electrolytes!
- Utilize a simple multi-shot pour device for In-suite activation or an interactive game to engage guests at the bar.

RATIONALE:

- Shots / Cocktail Shots have increased 24% vs LY on Menu – putting it in #7 in the Top 10 of Cocktail listings
- Primary listings are within sports bar & casual dining channels.
- Cointreau remains #1 liquor in Cocktails on Menu.



“Double Play” Cocktail Floater

Cointreau Hitchhiker

Feature the #1 cocktail on menus - The margarita is a *winning* play during game day occasions!

PROGRAM ELEMENTS:

- Make it a double play with a Cointreau float using our signature cointreau bottle hitchhiker.
- Add option for a 1 oz hitchhiker float of Cointreau to your House Margarita for an upcharge or
- Feature a Blue Moon draft with a 1 oz hitch of Cointreau to elevate the orange flavors of this beer.



The Cointreau Hitchhiker

The 'Bullpen' Margarita Car

Margarita Activation



Like most major league baseball teams – Cointreau too has a tie to an iconic vehicle! Cointreau was for the first ever spirit brand to have a mobile pop-up bar in the early 1920's!

PROGRAM IDEA:

- Activate with the 'Bull Pen' Cointreau Car during 4 key MLB moments
 - May: Cinco de Mayo & Mother's Day
 - July: All Star Weekend (July 11th) in Seattle WA at Levy T-Mobile Park &
 - September: Mexican Independence Day / MLB Playoff's
- Additionally select certain parks/fields to activate in suite "Margarita Monday" events once full schedule is announced.
- Include branded POS, staff jersey's & consumer take aways like koozies, hats, transparent fanny packs & baseballs.



THE ORIGINAL MARGARITA



BATCH ORIGINAL MARGARITA

- 1 Cup of Cointreau
- 2 Cups of Tequila
- 1 Cup of Fresh Lime juice
- 1 Cup of Water

Add all ingredients to a pitcher or bowl. Garnish with lime wheels and serve with ice.

Serves 8

WHISKEY PUNCH



BATCH WHISKEY PUNCH

- 1 Cup of Cointreau
- 1 Cup of Whiskey
- 1 Cup of Fresh Lemon Juice
- 1 Cup of Apple Juice
- 12oz IPA

Add all ingredients to a pitcher or bowl. Garnish with lemon wheels or apple slices and serve with ice.

Serves 8

THE SIDECAR



BATCH SIDECAR

- $\frac{3}{4}$ Cup Cointreau
- 2 Cups Rémy Martin 1738
- $\frac{3}{4}$ Cup Fresh Lemon Juice
- $\frac{3}{4}$ Cup Water

Combine all ingredients in a pitcher or bowl. Serve in glass with ice and garnish with a lemon twist.

Serves 8

RUM OLD FASHIONED



BATCH RUM OLD FASHIONED

¼ Cup Of Cointreau
2 Cups Of Mount Gay Black Barrel
3 Tbsp Of Brown Sugar
3 Tsp Of Bitters
Slice Of Oranges & Cinnamon Sticks

Muddle sugar & oranges. Add remaining ingredients with ice and stir.
Garnish with a cinnamon stick

Serves 8

GAME TIME SANGRIA



BATCH GAMETIME SANGRIA

1 Cup Cointreau
1 Bottle Red Wine
1/3 Cup St. Remy French Brandy
Apple Slices, Orange & Lime Wheels

Add all ingredients to pitcher. Let sit overnight in fridge. Serve on ice and garnish with sprig of rosemary.

Serves 8

TOUCHDOWN TEA



BATCH TOUCHDOWN TEA

1 cup of Cointreau
1 cup of Vodka
1/2 cup of Fresh Lemon Juice
1 cup of Cooled Black Tea

Add all ingredients to a pitcher or bowl. Garnish and serve with ice. Garnish with lemon wheels and raspberries.

Serves 6

COINTREAU DOUBLE HIT FOR THE WIN!

INTRODUCING THE HIGHBALL DOUBLE HIT

The Mix

 2 oz Cointreau

 6 oz Owen's American Tonic (Orange Zest Notes)

* Garnish with Orange Half * Levy Glassware (HIGHBALL) Assignment



COINTREAU MULE FOR THE WIN!

INTRODUCING THE ORANGE MULE

The Mix

 2 oz Cointreau

 4 oz Owen's Ginger Beer

* Garnish with Lime or Orange Half * Levy Glassware Assignment





RÉMY COINTREAU

Terroir, people and time

THANK YOU

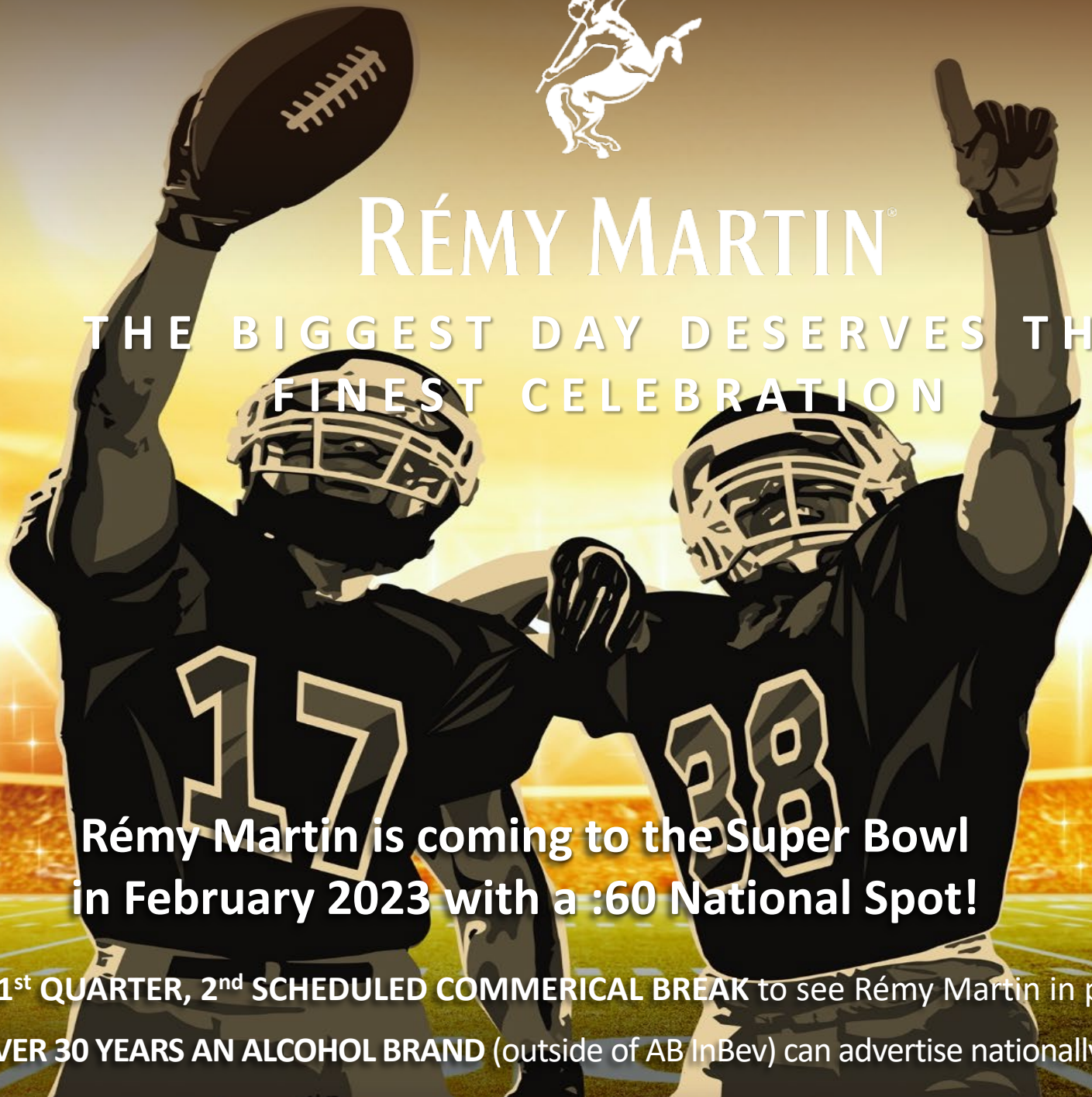
Appendix

Future Seasonal Sports Programs



RÉMY MARTIN®

THE BIGGEST DAY DESERVES THE
FINEST CELEBRATION



TEAM UP FOR EXCELLENCE



**Rémy Martin is coming to the Super Bowl
in February 2023 with a :60 National Spot!**

TUNE IN during the 1st QUARTER, 2nd SCHEDULED COMMERCIAL BREAK to see Rémy Martin in primetime action.

This is the **FIRST TIME IN OVER 30 YEARS AN ALCOHOL BRAND** (outside of AB InBev) can advertise nationally during the Super Bowl.





INCREASED MEDIA INVESTMENT VS. LY

OVERVIEW 2023



+



RÉMY MARTIN

TEAM UP FOR EXCELLENCE

:60 NATIONAL SPOT IN FIRST QUARTER DURING SUPERBOWL!

AMPLIFIED BY DIGITAL / SOCIAL / POS ON & OFF PREMISE

AND... MOMENTUM WILL CONTINUE AROUND KEY PLATFORMS

USHER X RÉMY MARTIN



OOH / PRINT

USHER APPROVED - SIGNATURE COCKTAILS

— POST SHOW EXPERIENTIAL PR EVENTS

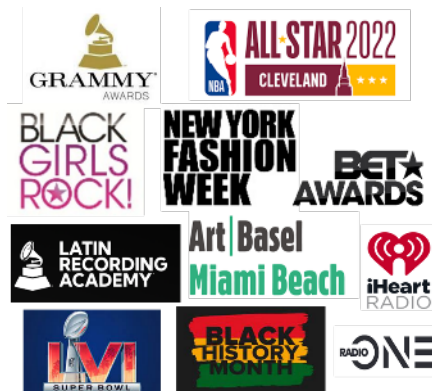
BLACK HISTORY MONTH



DIGITAL / SOCIAL

MEDIA / PR EVENTS

ATL



MEDIA: TV. OOH, DIGITAL,

RADIO, SOCIAL INFLUENCER & PR

FESTIVALS



COMMUNITY PARTNERSHIPS,

EVENTS & SPONSORSHIPS

REMY SIDECAR



OOH / PRINT

SIDECAR CONSUMER SWEEPS / PR EVENTS

REASONS TO BELIEVE

REMY MARTIN 1738 DRIVES THE \$ GROWTH FOR THE VSOP CATEGORY SUPER & ULTRA PREMIUM TIERS

VSOP CATEGORY

\$45 - \$60



3%	+30%	+63%	(3%)
1,099K	839K	520K	312K

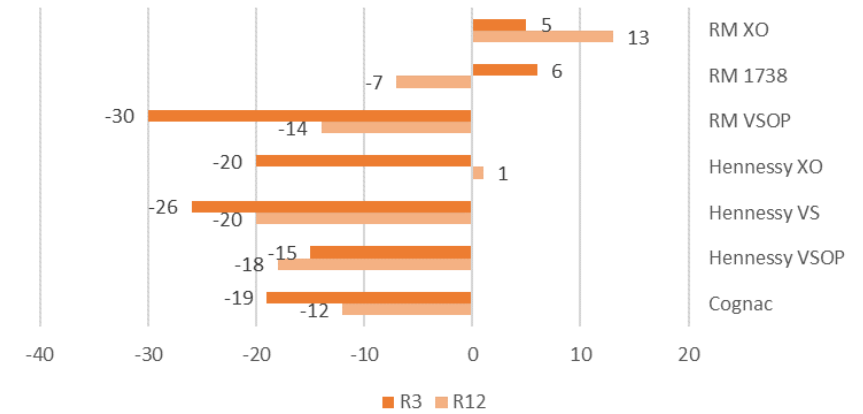
FASTEST GROWING & MOST AWARDED COGNAC IN THE US*

- ✓ 2X Winner of Impact Blue Chip Brand Award
- ✓ 2020 Impact Hot Brand Award
- ✓ #1 Trending Cognac by Drinks International
- ✓ Double Gold & Gold at San Francisco World Spirits Competition



REMY MARTIN CONTINUES TO GAIN STRONG MOMENTUM LEADING WITH 1738 & XO

Value growth ending 4/23/2022



REMY MARTIN VSOP/1738 DRINKERS SPEND \$100 MORE IN THE ON PREMISE PER MONTH THAN AVERAGE CONSUMER



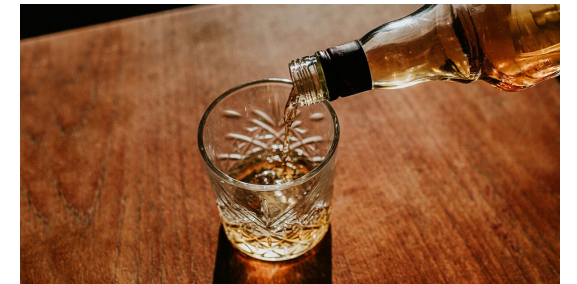
Remy Martin VSOP drinkers

\$237

Avg US consumer

\$137

REMY MARTIN 1738 CONSUMERS ALSO PURCHASE IN OTHER PREMIUM CATEGORIES





GAME DAY INSIGHTS

CONSUMER RATIONALE & TRENDS 2023

GAME DAY INSIGHTS

+100M¹

AVERAGE NUMBER PEOPLE WHO
TUNE IN FOR THE BIG GAME
EVERY YEAR

67%²

OF TARGET RÉMY CLIENTS
WATCH THE SUPER BOWL

+9,900%³

INTEREST IN SUPER BOWL FOLLOWING
APPLE MUSIC HALFTIME SHOW +
RIHANNA'S HEADLINING
ANNOUNCEMENT



4.3X²

MORE LIKELY TO WATCH THE SUPER
BOWL THAN THE STANLEY CUP FINAL

RÉMY MARTIN IS VALUABLE TO ON PREMISE

**58% RÉMY MARTIN CONSUMERS FREQUENT A CASUAL
CHAIN AT LEAST 1X EVERY 3 MONTHS**

6.2 MILLION CONSUMERS ARE INTERESTED IN TRYING THE COGNAC CATEGORY FOR THE FIRST
TIME & INTERESTED IN MORE PREMIUM VARIANTS.

**\$100+ SPENDS MORE ON EATING AND DRINKING OUT IN
CHAINS PER MONTH VS. AVG. COGNAC DRINKER**

43% OF COGNAC CONSUMERS WOULD BUY PREMIUM VARIANTS FOR MORE OCCASIONS.

**50+% RÉMY MARTIN CONSUMER IS SPENDING MORE ON
ALCOHOL POST PANDEMIC**

(32% MORE THAN AVG. US CONSUMER +7% VS AVG COGNAC DRINKER)

THE AVERAGE COGNAC DRINKERS IS WILLING TO SPEND MORE THAN THE AVERAGE COCKTAIL DRINKER. THIS WILL
ALLOW OPERATORS TO PRICE A COGNAC COCKTAIL AT THE OPTIMUM PRICE.

71% RÉMY CONSUMERS ORDER TAKEOUT ALCOHOL WITH FOOD

RÉMY MARTIN VSOP DRINKERS ARE MUCH MORE LIKELY TO DRINK THEIR COGNAC WITH A MIXER OR IN A
COCKTAIL. THIS OFFERS A KEY OPPORTUNITY TO UPSSELL RÉMY MARTIN VSOP COCKTAILS TO CONSUMERS AND
MAKE AVAILABLE FOR COCKTAIL CARRYOUT!

ELEVATE THE BIG GAME



THE BOTANIST GIN IS LOOKING FURTHER

WITH AMBITION TO BE A MILLION CASE BRAND IN 5 YEARS!

ON PREMISE IS DRIVING GROWTH +91% (R12)

OVERALL PERFORMANCE

Extraordinary Growth Over
Last Two Years

+31% vs 2021
&
+63% vs. 2
Years Ago

THE BOTANIST
ISLAY DRY GIN

L52W 8/2022 - FY19/20 43,003 - As of Aug. 2022: 73,381

ENVIRONMENTALLY SPIRITED

Only Spirit to Employee a Full Time
Forager

**Foraged ingredients is
#1 trend for 2022!**

- The Botanist is **ONE** of only 7 spirit brands to be **B-Corp Certified**: 75% of consumers are demanding companies be socially responsible and give back!
- In fact, **71%** of younger consumers will even change brands if one is more charitable than the other



This company meets the highest standards of social and environmental impact

BELOVED BY CRITICS & CLIENTS



Top 5
"Inspirational
Ads" YouTube



**Ranked #2 Super
Bowl commercial
in cause
marketing**



INCREDIBLY VERSATILE



- 22 wild botanicals give cocktails degree of **flavor** without being over-bearing.

- A superior liquid with smooth viscosity and velvety mouthfeel.

- 46% ABV Proof gives The Botanist a backbone clients expect and enjoy.

Botanist Lemonade

Islay Lemonata + Activations



When life gives you lemons ...make a Botanist Gin Lemonade!

PROGRAMMING ELEMENTS:

- As the story goes, the original “Lemonade and Snow” non-alcoholic drink dates back to 1840 in Naples, Italy and has a long-standing history since.
- Feature adult-style lemonade cocktails with The Botanist Gin. This easy to execute drink can be batched as a base lemonade and add flavor modifiers to create multiple variations – mango, hibiscus, etc.
- Alternatively other refreshing ‘lemon’ based cocktails such as Gin Spritz, or Collins can be perfect for Spring / Summer.

RATIONALE

- Lemon is the #1 flavor found in Gin cocktails! ¹
- Lemonade cocktails is +14% vs. LY with Orange, Mango, Honey & Ginger flavors all top trending among them. ¹
- 75% of consumers like/love lemon and projected to grow in cocktails over the next 4 years. ²
- 90’s Retro is Back - Nearly 70% of consumers are very likely to purchase nostalgic food & beverage in 2022! ²



Seeded Coaster



MOUNT GAY[®]
Barbados Rum **1703**
EST.

THE MOUNT GAY RUM SHOP



WHAT MAKES MOUNT GAY RUM UNIQUE?

BIRTHPLACE OF RUM

- Since 1703, the Mount Gay Rum distillery is the oldest active rum distillery in the world.
- MGR is **#1 in brand awareness** across the premium rum category!¹



TERROIR

- From source to sip, Mount Gay Rum is **100% MADE IN BARBADOS!**



Finest selected Barbadian sugarcane that is harvested and refined into a peak grade of molasses.

Our water is drawn upwards from coral caverns, creating a smoothness unlike any other rum.



We employ open-air fermentation to expose the molasses and water to the Bajan atmosphere.

FEMALE MASTER BLENDER

- Trudiann Branker is Mount Gay's first **female master blender**.
- A native Barbadian, Branker brings years of experience and tons of passion to her role.



SUSTAINABILITY

- We're taking action on **consumer's #1 social issue** of concern – climate change!
- With 4Ocean & Sea Bags partnerships, we're committed to cleaning waste from our waters!





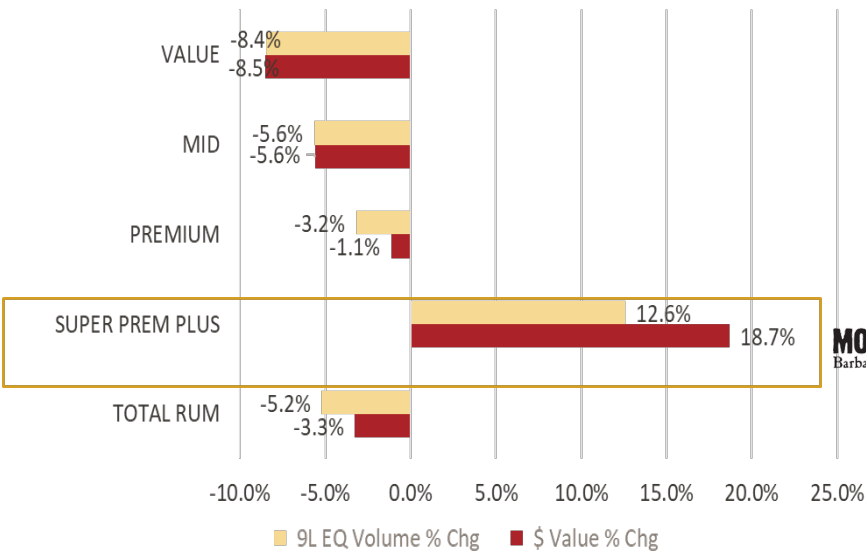




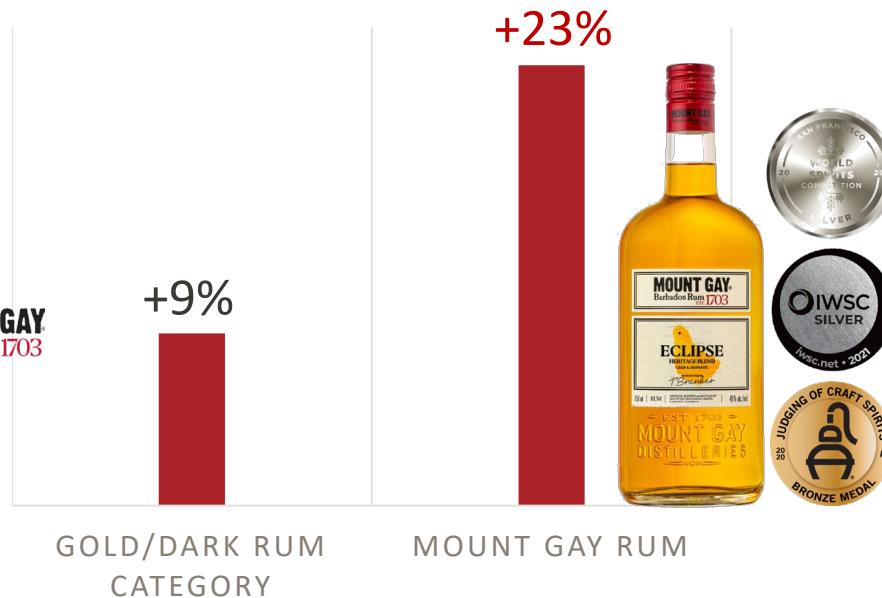
GROWTH COMING FROM SUPER PREMIUM CATEGORY

RUM IS PREMIUMIZING

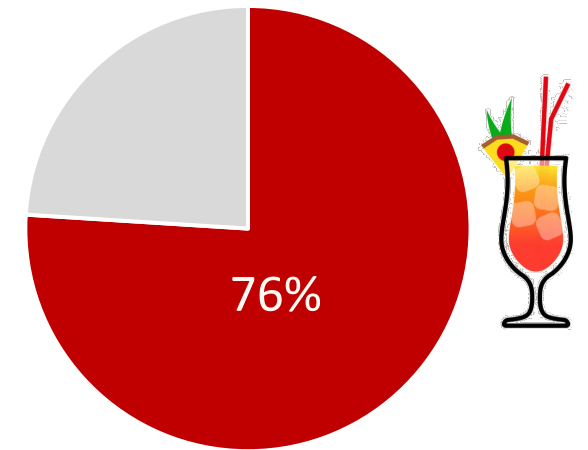
Rum Price Tier Val/Vol Growth L52WE 8/14/21



MOUNT GAY RUM IS LEADING THE CATEGORY*



RUM IS GROWING ON MENUS



Mount Gay is in the only category of rum that is growing. The **super-premium** category is an opportunity on menu.¹

According to Mark Brown Oct. 22 report “Super Premium Rums are poised for a bright future” fueled by a **change of rum’s image - having brown spirit connoisseurs take it more seriously** as a high-quality spirit.

Of the growing gold/dark rum category, Mount Gay is **growing at double digits!**

Our rum is exceptional! Across all marks our liquid is highly awarded.

“**Tropical/Nautical**” Rum cocktails is #8 of Top 10 trends in 2022 according to Liquor.com

Beverage Dynamics recent consumer survey says “**sense of escapism**” is what’s driving rum sales.

The **rum punch** is #1 fastest-growing on menus!³

MOUNT GAY ORIGINAL RUM PUNCH PROGRAMMING

THE MOUNT GAY RUM SHOP



UMBRELLAS



ADIRONDACK CHAIRS



RECYCLABLE
TO-GO CUPS



PAPER
STRAWS

Guests will Taste The Escape to Barbados with the Mount Gay Rum Pop Up Shop Serving the Original Rum Punch Cocktail. Select up to two Stadium locations to feature this custom piece for 6 -12 month time frame.

Additional POS Elements can include cups, straws, umbrellas and chairs, as well as games such as bean bags

IN SUITE, THE ORIGINAL RUM PUNCH



THERMOS
MUG



TIKI MUGS



PUNCH BOWL



SHAKER

In Suite we can also bring the iconic Rum Shop to life on a smaller scale. Can offer guests a more elevated serve with a reusable thermos travel mug, tiki cup or 16 oz cocktail shaker. For larger groups Mount Gay Punch bowls can also be made available.

Rum Shop specifics in Appendix – Suite elements can be scaled down the space and include shutters, back bar display, barware etc..