



# Tito's Handmade Vodka

Levy MLB LTO

November 20<sup>th</sup>, 2022



Andrea Schaefer  
National Account Manager  
[aschaefer@titosvodka.com](mailto:aschaefer@titosvodka.com)  
651.212.0794



1

# Draft Cocktail LTO



# BIG IDEA

FAST, EASY, QUALITY

Eliminate waste, drive profits, and increase efficiency with Tito's Batched Cocktail solutions in an array of different formats!

## BATCHING

- Create excitement and engagement with fast service, high-quality craft on draft cocktails that drive consumption
- Integrate seamlessly into the **airport concourse, private stadium suites, and concert venues** for group services opportunities
- Order branded SquareKegs directly from the private web portal
- Add Craft Standard Mixers to your pantry list!

## The Why

**PROFITABILITY!** Premium Draft *Spirits* generate **+150% profit vs. domestic beer & seltzer**

**Minimal touch** for serving

**Draft Cocktails** take about **5 seconds to pour vs. 45 seconds** for a **traditional mixed drink**

**Pre-Batched Cocktails improve speed of service** and help to **alleviate staffing challenges**

## The Tools

Tito's Tap Handles



Craft Standard Pre-Batched Mixer Kegs



Branded SquareKeg

## The Execution

1. Develop super premium, seasonal Tito's cocktails that you can directly batch into a keg, carafe, or pitcher
2. Accounts can purchase Craft Standard Pre-Batched Kegs – JUST ADD TITO'S!
3. Where applicable, utilize Tito's Square Keg for intimate group service
4. Utilize Tito's Tap Handles & Recipes
5. Work with Tito's NAM to define profitability calculator



# Premium Kegged Cocktails

Just add

# Tito's®



SCAN FOR  
PROFITABILITY

## Craft Standard Pre-Batched Kegs

- Premium Mixology made *EASY*
- **30% profit increase** *PER DRINK SOLD*
- Low Cost, Simple Execution, Better Margins
- Works With Existing Tap Systems
- Kegs 100% Recyclable once tapped

## How It Works



Attach Spiker™ Funnel  
to fill keg with Tito's



Requires 9 1L or  
12 750ml  
Bottles of Tito's

Serves 165 6oz Cocktails

Sold in FIVE  
different flavors

Arrives with 20 Liters of  
Ultra Premium Mix

# DRAFT STRATEGY



CUSTOM TAP HANDLES AVAILABLE



**Tito's Lemonade**

**Tito's Transfusion**

**Tito's Sparkling Greyhound**

**Tito's MoTito**

**Tito's TitoRita**

9L Tito's Handmade Vodka  
1 Craft Standard Lemonade

9L Tito's Handmade Vodka  
1 Craft Standard Mule Keg  
96oz bottle Grape Juice

9L Tito's Handmade Vodka  
1 Craft Standard Paloma Keg

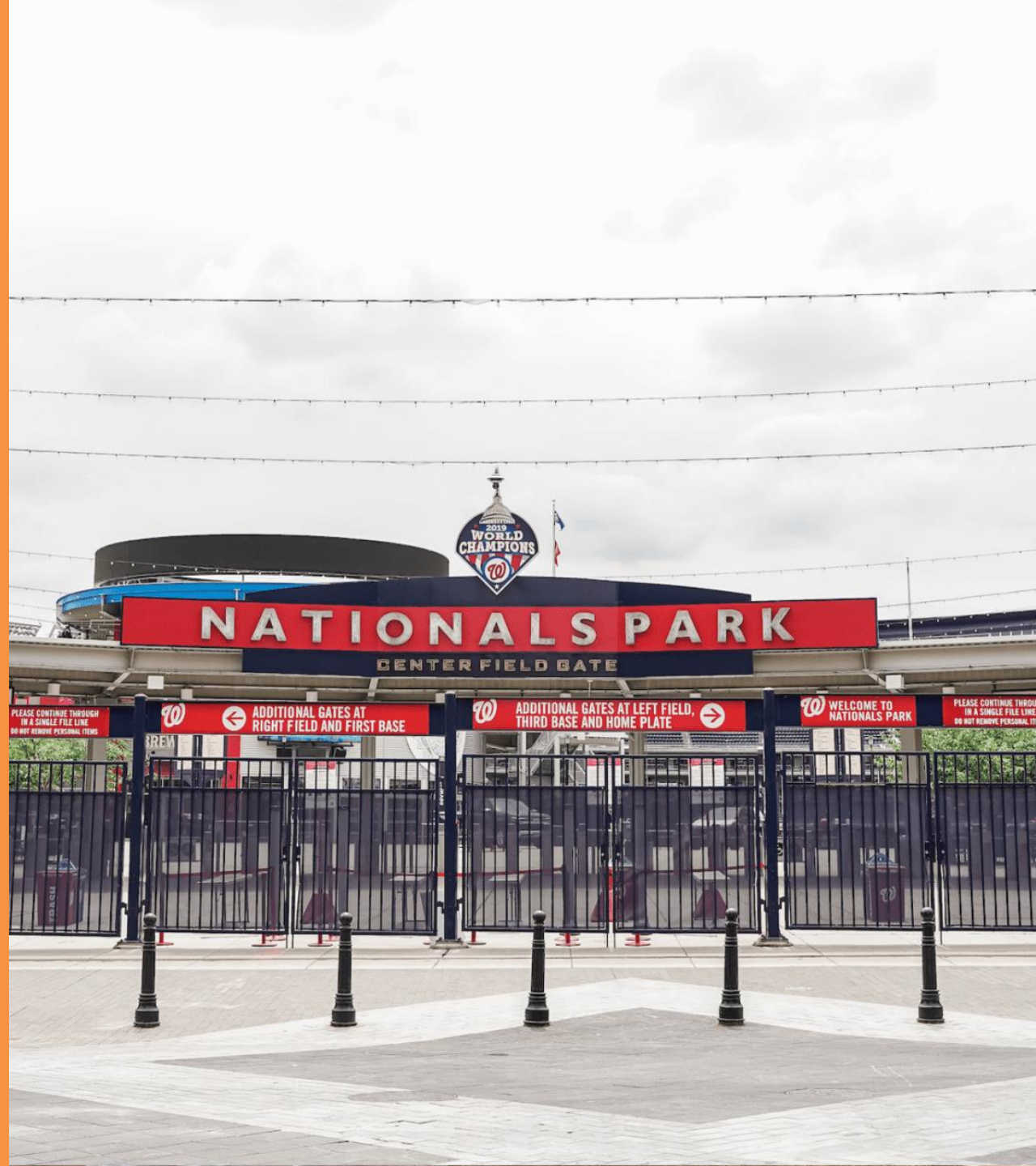
9L Tito's Handmade Vodka  
1 Craft Standard Mojito Keg

9L Tito's Handmade Vodka  
1 Craft Standard Marg Keg  
2 1L Triple Sec



2

# Can-Tail LTO



# BIG IDEA

Our core mixology goal is to utilize simple, delicious cocktail flavor profiles that allow for easy execution and elevated experiences from the Suites to their Seats!

## CAN-TAILS

- Guests will come for the event and leave with even more memorable moments
- Best for accounts with storage space
- Sell Can-Tail Cups as premium drink vessel during events
- Account can directly purchase branded Can-Tail Cup from vendor

## The Why

Guests perceived value for their \$ while **keeping costs low**

Behind beer, **vodka and whiskey** are the next two most-consumed bev-alc categories at music festivals

A **unique and innovative** way to offer **speed of service**

A fun, **Tito's-version of an RTD** – a category that **continues to steal** share from **beer**

## The Tools



## The Execution

1. Identify the canned mixer of your choice (Fever Tree, Owens, etc)
2. Choose the flavor of mixer and feature as the specialty drink of the venue
3. Confirm quantity of Can-Tail Cups needed by the account
4. Guide the account to the vendor for them to legally purchase the vessels
5. Increase bartender engagement with staff trainings



3

# Suites LTO

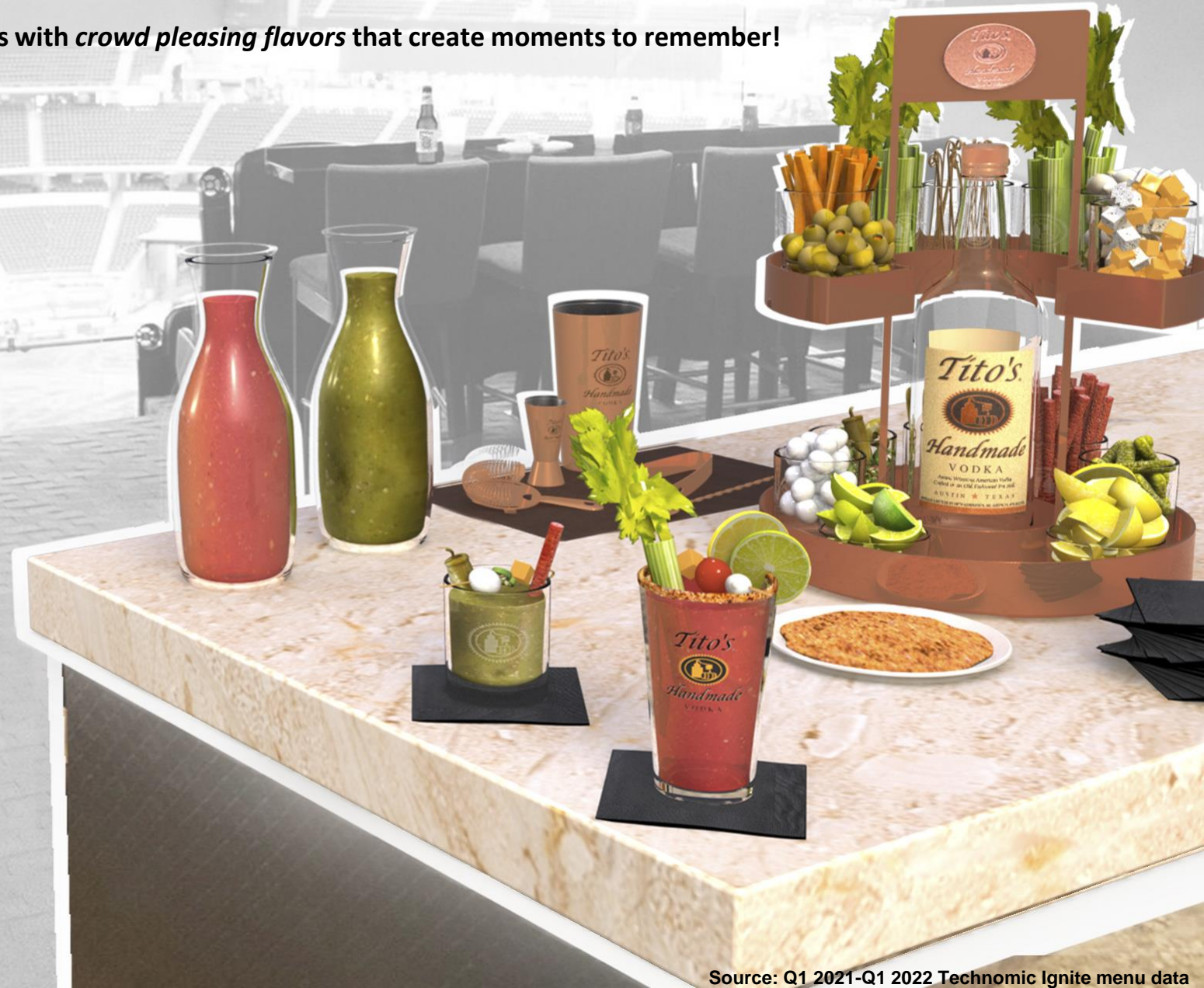




# Tito's Carafe Cocktails

Provide group serve beverages with *crowd pleasing flavors* that create moments to remember!

**TITO'S HANDMADE  
VODKA** IS THE  
FASTEST-GROWING  
BRAND PAIRED WITH  
CARAFES, **AT +400%!**





# Tito's Drink Dispensers

Need more time to focus on guest services?  
Serve your suite attendees stress-free  
batched cocktails they crave and can pour  
on their own!

- Holds 21 8oz Cocktails
- Engaging services entice guests to order more

Top Trending Cocktail  
in 2022

Vodka Espresso  
Martini

Top Trending Flavor

Dark Chocolate



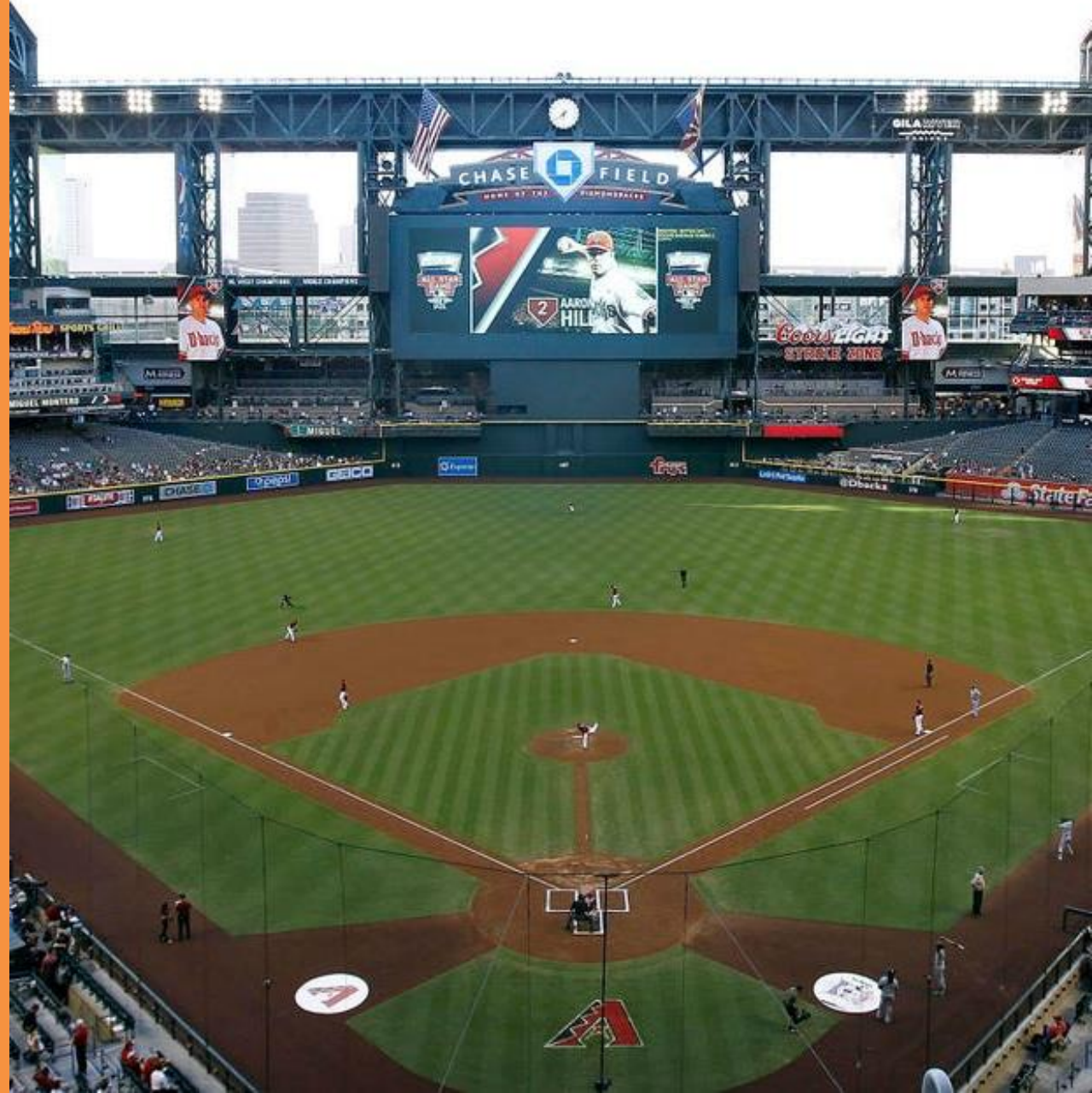
5L Drink Dispensers





4

# Tailgate Assets





# Did you miss the tailgate outside? No problem!

Join us at the **Tito's Tailgate Lounge** for drinks, games, and more!



CONFIDENTIAL

\*State by state guidelines apply across sampling, POS and activation components.



THANK YOU!



THANK YOU <sup>1</sup> <sub>3</sub> for



★ [TitosVodka.com](https://TitosVodka.com) ★ Crafted to be savored responsibly.  
DISTILLED & BOTTLED BY FIFTH GENERATION INC. AUSTIN, TEXAS 40% ALC./VOL. © 2022 TITO'S HANDMADE VODKA.





Levy

Andrea Schaefer  
National Account Manager  
[aschaefer@titosvodka.com](mailto:aschaefer@titosvodka.com)  
651.212.0794