**Speaker-A**

It's their 90% of everything asked for.

**Speaker-B**

My thing is they're doing efficiently. Like, I just, I was telling him you're the best breed is at the point where it makes us look. Because the customers that now is coming from somebody else and then when they email us and we can't get an answer, because we don't know, stuff, it's just it is what it is. You know, that's, that's just I don't think that's good for us to continue to process it, especially. Now we can use that DC, but we don't have to go to suffering.

**Speaker-C**

DC by wreck, literally Davis will just go to the distillery buy us a gift shop. First DC,

**Speaker-A**

First DC,

**Speaker-B**

Washington DC

**Speaker-A**

Oh, today's Okay. Okay. Okay.

**Speaker-C**

Because distances? Yeah. I thought I had to show them the packaging.

**Speaker-B**

He set stuff Like they have some metal steel there. So he tell us that.

**Speaker-A**

I understand they belong to me in different things. You know, like, there's too many. But yeah to me things you know, I'm saying like and there's nobody over. One particular they'll have enough people you know I'm saying I can handle you know and now have you know enough people okay. And like I said you know to kind of keep up with every the all the moving parts or whatever you know like every little movement because our issue is different than your issue. And then our business model, really our business model is different than your heart, you know but it's all because there's no one person over any of it, you know I'm saying this, it's, you know like everybody's doing a little bit of something. And it's not, it's not very organized and that's what I was on. I was just like, you got to be on top of it and you can't just do everything, I mean, not gone be able to do everything, yeah, pick something, you know, like to do, you know, and do it effectively you know, or have enough people where you can do multiple things, you know, so I just I think that with our issues, they get so far behind. That was the ball rolling down the hill pick him out, you know, I'm saying like every month we're behind, and we're still we cut off orders. And we still and we're still behind you know and then every time we're doing that you know and then we're trying to get 1000 orders down and in our hands down there,

**Speaker-B**

And let's be down there spend whole afternoon damaging stuff down to get it out.

It's still like,

**Speaker-C**

I really think that we did as much getting out as much as we thought about organized like we're down there like, because when we left that got out 500 packages in one day, you know because we just basically sold them like, this is how you do it, you know like this you know, you run around one DTZ and then like our thing is, yeah,

**Speaker-B**

Let me show you how to do this

**Speaker-C**

You know, like weeks, and it was really just because they are mechanism allowed them only to do you know and then the work process to it becomes different now that we are down there cracking a whip but I'm saying like, if we're not taking breaks, you don't need 10 smoke breaks, like you like they're down there. Like, everybody's just too lacks like and not you can be like that not only how to get stuff done, though, you know, so like a lot of the guys working they were just like not working like they like.

**Speaker-B**

But I do think that's something that we need to visit seriously as far as the packaging, like I really do. I mean, I just feel like his presentation is everything and if the presentation is faulty then I think that just speaks about what people want to think about your product and if we can fix that and then have some quality control going on. I think that is very instrumental. If we want to take the ship.

**Speaker-C**

Well, a lot of it was to the you know just long term lines to try to do it in house anyway if we can.

**Speaker-B**

Short time to talk to me.

**Speaker-C**

Right now there's no way to move a mechanism right now to 50 pounds or 50 bottles 50 orders by now we're not.

**Speaker-B**

But if we open it back up,

I think that we need to talk about it. this is what we're talking about opening back up people to be able to buy single bottles because we had a lot of what I think if we do that, then I would like to visit, then

**Speaker-C.**

We need y'all to think on that. Because we have limited supply. So like, you know from our I mean, just the way things are going what else having it depends on how people order the problem is that we have a very high demand for the product, which is a great problem to have. But we have had demand in multiple states. So we I don't think we'll have product to be able to sell right now. I because everything we have they're go want to be able to hold a position on the shelf. I told him, you know, because we have to get the pro live right now we're mainly focused on Kentucky, because Kentucky, you know they're setting us up they're getting all the stuff you know, they are figuring it out, they're helping us try to figure it out and then once we do Kentucky, you know, these other states, Indiana, Michigan, Ohio, they're ready for us to have product, I don't think we'll be able to, we can't get open up orders and have people order 500 bottles, we just we can't know we won't be able to do like, we don't want to do that either. We don't want to try to do a bunch of things. You know, because even with Justin's or whoever were still the main point of contact for the people.

**Speaker-B**

Yeah, no. Thank you. I'm just thinking out loud. If we do open the data we need to

**Speaker-A**

Know that way. Yeah, we need to revisit we need to look at that. It sounds like that.

**Speaker-C**

Is one of three orders and that's yet to come in.

**Speaker-A**

All right. I want to wait maybe one to a week or something like that is letting people order boxes. **Speaker-C**

Yes, exactly this year,

**Speaker-A**

Kentucky next this week, this month we got a meeting with all of Southern team. This would be great. If you could make it is August the sixth and tentatively I got it done a little this whole sales staff for Kentucky. We're you know, we have I don't know if y'all seen that stuff. Are you familiar with Salisbury been Salzburg? I've been emailing you all summons stuff or whatever just about salon and CRMs and Salomon COVID what do I grapevines, which is a Salesforce program which we are going to use to keep track of sales in our system. They use him I mean, he's like their go to person to and he's like not anti distribution. But he's like, I mean, it is what it is like man, like everything we're doing is his thought process, get to the restaurant talk to the people. No, your top 20% of your customers are gone. So, 80% of your product no those 20% now who sell on the prize, stuff like that but he women just download the stuff and listen to the stuff or whatever. And I send it out to everybody but he contacted me because he's in Covington. Yeah, even Cummings and he's like, oh, man, I heard about your product. I'm excited. You know, get my hands on present day we can do but he's like, we were looking for marketing direction. I'd say that, you know, like what, and I just like from our standpoint because we the emails and the social and the I don't know, advertise and if it's sponsorships or whatever we're trying to do but just trying to bring all that together for somebody to help us like, navigate that you know that type of and with COVID and alcohol and I mean he worked for constellation brands or whatever is the vice president. You, but you know, anyway he contacted us and so I'm looking at that well, yeah, it'd be great. We're go to pass right on Kentucky when Indiana is very more they felt like they sell more bourbon and they have a real big plan, you know per say in be able to do it to roll out. So anyway, I think that we can look at that. I think that the distillation issue is the main thing that we're working on right now. Because product availability and sevens working with us. How can you say you know how it's like they're working with you because they know the situation you're in but that only works so long, you know, like, we didn't use COVID as a thing for so long?

Now, people like COVID is over like and even regardless of is not ours. It is people think it's over, you know, so and I think Southern is great as far as with us and no board and there's some other unique plays that we have for Southern too. We have a very good inroad into O'Byrne, who wants us to do some stuff, they have a they built this whole distillation building there they build a distillery, the better hotel on campus. Whereas if you're a hospitality management, you work at this hotel It's like an ID, column area Mary, it's all

**Speaker-B**

We’re trying to figure out how to make that work. Yeah, actually even offered any minorities they wanted a scholarship. Yeah.

**Speaker-A**

I was going to talk to Mike about that too, because they have money available right now for master's degrees in distillation and other parts of their right now and so she was interested in her and so what I was thinking from our standpoint, it would be awesome to go down there with us Southern and Kentucky black bourbon Kio as like a float through, like the scholarships with them. The Jobs was Southern because they can talk you know, sales and things like that and then us with the branding piece or whatever. But to do that at all burn would be I mean like not only not want to assess our, you know, our men, you know, we saw them as the restaurant at Carson's or whatever and they were like, Oh, my god, they're superstars or something like that but they're good people you know not that we want to work with you. Having that in rows I mean, it just puts us at a different level.

**Speaker-B**

And they said they're willing to work, whatever level that we want. So we're just waiting the information for you.

**Speaker-A**

Okay, so yes,

**Speaker-B**

What is your Name?

**Speaker-A**

My name chocolate hears me. Okay.

**Speaker-C**

Yeah, I can hear you. Yeah.

**Speaker-A**

Awesome So, it's a, we have 10 markets here and they and then the TA to myself and we will get started here. So one of the things that I wanted to go over and go through is the story, story brand and some of it what I want to do is, and I can give you this time where my coffee today at that event, or whatever night we can get together but is available online with the book or whatever. So you can get it that way too. But I want to talk through some of the story brand philosophies just from you all standpoint and any ideas that you all might have I have my thoughts but I don't want to just leave it you know go through it from that standpoint. And I wanted to I'm all recorded and then I'll take notes on it. So we can just talk through a situation where we have to write everything down right now. If you all can write your pieces down you know, then that way when we then I mean, we can talk about if I have a question about it we can have it but the story brand philosophy of the story brand philosophy. Did everybody get to read the book or at least portions of the book?

Yeah, we're at it. We're, you know, we're going to talk about a character here to have Problem means a guide, gives them a plan, a call them to action the ends on success that helps them avoid failure and then the character transition. And so just to recap some of what they I mean, some examples that they gave, you know, we're looking at this watch a movie Hunger Games, Katniss, she had a problem, externally she needed to survive because you know, isn't that match? internally she must stay good and authentic info in

Philosophical tyranny versus democracy so good versus evil. So she meets a man, he's the guy, he's won the Hunger Games before. So he has experience from that standpoint has to endure the public to get into the public to get sponsors. So that was part of what the plan that he gave her is to get the public to participate where this he competes, that's a call to action, she competes in the game. And then the ends and success Canada's lives, district 12, rejoices, avoids failure which was her failure was that Candace and district 12 is crushed.

So, that's the kind of the walkthrough of the whole character of Katniss through the brand. Build on a brand story if everybody's good with that no clothes. One of the things that I want to talk about was the character.

**Speaker-B**

So, we're talking about a character for who the character basically of who we drink my bourbon

**Speaker-A**

Who we feel like our customer is or could be and in particular like the consumer, so the character, I'll say this, and then we can go, you know, go through always thought of you know, fresh bourbon from the standpoint of like the seven thing, like the ability for so are you familiar with Seagram seven are Sega, the seven and seven. So in the 1970, Sega rooms, that women were getting, you know, more, you know, women liberation they were getting out and about, they were going to bars by themselves without their husbands, they would go to places without their husbands because it was a women's liberation movement. So singers created a campaign and they wanted a campaign that would help a woman or help, you know help the one woman who are entered into this man's world or this world be comfortable enough to go to a bar or go into an establishment in order to train. So they came up with this whole seven and seven things. So they had pictures of a woman at a bar, saying Hey, I have a seven and seven which gave her some authority and some level of respect in a bar, which is like a man's world because she could confidently go up there and order a drink. And it was a drink designed for her to be able to say it easy. Let me have a seven and seven. Well, I think a fresh bourbon that way because we're trying to help people navigate the world of bourbon. But also the seven and seven campaign has lasted. I mean, I was 1970 people still do that. Today, they still women still go seven and seven is still like big thing for singers. You know, it's a was a huge marketing campaign. So from our standpoint, you know like I said I don't want to go I want everybody to be thinking about but what do they want? What does the character want? And out say what I was thinking and then we'll just go around and then we can, you know go I was you know my thoughts were that the character they want a good bourbon with a great barber was a good story. That was one of the things that I thought in my head of brainstorming a great bourbon to help them defeat the bourbon snobs. You know and that was you know, good product with this story. So they could talk about bourbon that could do anything so bourbon that can do a need for on a rock or a cocktail. They what do they want, they want to not to be embarrassed when talking about bourbon. So fresh bourbon with a story with a gold medal and bourbon gives them the ability to talk about. Feel comfortable about talking environments. So those are the things some of the things that I thought about as far as when I was thinking about what a cut what the character would want, what our customer will want. And then anything else if I could think of.

**Speaker-B**

I think a lot what you said, but then also a burger that doesn't make them feel embarrassed, and they don't know how to order to have a drink. So someone is completely new, and they're comfortable and or broken. Because it's, you know, approachable.

**Speaker-A**

So, we talk about developing this story, we're talking for marketing purposes are we talking about, you know literature on websites Like what where exactly are we trying to promote until the story, if you will I guess that's the question that I have because without what I got was you know, they use these stories for marketing for movies you know it's a science to the as the science to how to create like movies and marketing material etc to capture the attention of the audience or you know to capitalize or to capture them right and so the what I was thinking about is you know, if I was to put it like into some type of commercial form to where you know the story is the problem and the problem is the traditional way of going about drinking bourbon. The solution is fresh talk to and so the way the way I seen it you know is like say for instance if we're talking about marketing a commercial you know you got a woman you can put Elevator Music behind it no words you know she's going into a tasting room distillery and they give her a neat pour something she drinks it and she makes this hard face she goes to the next one same thing, she drinks this, she makes this hard face, go to the next one. She comes to fresh tasting room and fresh gives her a cocktail. She drinks it, and she has looked at satisfaction on her face.

You get what I'm saying? So I don't know exactly. I don't know exactly what, you know, what? What, you know, again, with developing the story were you trying to really mark it up, promote it but I was thinking you know in terms of you know doing like a little YouTube video or for a commercial and pushing it out. And I think that kind of tells without even anybody saying anything, what we're about, right? Creating a good, easy non traditional way of enjoying a bourbon. And now I'll leave that to you automatically. In my opinion, you will automatically capture the new to cocktail crowd or new to bourbon, a whiskey crowd, because it's telling them like okay well let you know I don't traditionally drink whiskey and bourbon but from this commercial it looks like I need to try this and whatever cocktail she's drinking.

**Speaker-C**

Yeah. I wish just in general, remain out of the house. Decisions are likely proceeds for the idea. For example I'm not a big giant in a social setting but they're all tastes the same too but I like coffee because of that commercial.

Whether high or low so it's really a lot of different pieces sounds like fresh are trying to welcome people into the bourbon culture without intimidation or judgment. Yes, yeah. Yeah, yes.

**Speaker-A**

And then, you know, to go with Mike's theme, you know, one of the things that was going on the commercial so I had an idea of like the commercial that was in my head when I was thinking about fresh barroom was because I have this thing and hopefully it'll work out. I mean, I've told everybody but I told like, like, I really would like to partner or have a commercial done with all Allen in it or y'all for me when I was alone ever since Iverson a basketball player. I played for Georgetown he played for the 76 but Allen Iverson is really famous basketball is more credit now than he did but Allen Iverson gets a lot of credit because he went up against jobs. I mean he played with Georgia and all these guys and he want to MVPs and scoring titles and he's six foot like he's, like a big guy just had a lot of heart and he changed the culture of basketball. So before basketball was all like, short you know, like everybody's shirt tucked in everybody, Allen if you look at Michael Jordan suits every day. Well Allen Iverson is the one about in the long shorts and the whole culture of basketball is mimicked a lot after I was I would think so if you must be I mean a lot of people would agree if he just looked at but he was known the answer. That was an LLM. So he was known as the answer. So like I was saying going along with the theme of the commercial, I was thinking like, if we could partner with him, like, a commercial with him talking, you know all my career and show highlights of his career. You know I was known for this and George sound, I knew this but every team that I played on, when they looked to me they wanted the answer and until now, we have not had that. But in the world of bourbon, we have it today. Fresh bourbon is the answer to bourbon that can do everything that you needed to do or whatever. So, just think about that but Martha Marshall was with Jane. She's got a dinner date with her husband and her boss and his wife and our boss is a bourbon snob. So Jane has to pick up something, get a bourbon go to home, you know go home, her husband's getting dinner ready and what Jamie's is a bourbon that can do anything. So that's why she grabs fresh bourbon who can survive and the Forfar boss makes a cocktail for his wife and you know and then make a cocktail for her husband and a need for herself a bourbon, I could do everything you know and that's kind of like how, I guess from this brand philosophy. She survived or she gets a promotion or you know, she survives to me because dealing with that type of level of bourbon snobbery or whatever and it's this store good bourbon with a great story. You know great bourbon would have this.

**Speaker-C**

Interesting story heard about the Gold Medal Award winning writer’s conference and the perfect meet and permission to jump in either way and the story and obviously this is this is complex enough for minority counties to then also rewind weirdly enough we had a request for over two years they were insistent that we find minority of like or you find Mexican Americans but there is the growing awareness in the spirits category of minority piece may be the springboard not the long term story. But some of you paint those three pieces right you don't miss any bullet points there

**Speaker-A**

No, I think the Yeah, now Yeah, the gold medal for the authority on you know, being the as far as you know helping you know the character you're operating from the gods standpoint need our MCs yes and permission to do and I realized, yeah,

**Speaker-C**

No, I think that those are those are the three that we're we've been operating with this something a while. Ours kind of made me around. Judgmental, which is on both sides of saying, we were judged as Bobo flavour touches me on the rocks and it’s perfect for that. But we're not up for now, how you get on well or not, but this kind of seems to be the two pieces that

**Speaker-D**

I don't think we need to answer. I don't think that we need to address the judgmental piece per se, I think that's going to be you know, that's going to come along with celebrating the freedom and enjoying the spirit and a cocktail form, if that makes any sense. So I don't I don't think we have to create a campaign about you know and the reality situation we know that you know, there's bourbon snobs the ones that out there, and it's telling you how to drink it but for the most part, folks are already kind of doing what they want to do anyway you're not going to have people to come around and say, Oh, I don't drink bourbon, because people be judging me. You know, I don't think that's really a thing at that level. I think that us on the inside we know that you know, folks, you know you go to a certain bar and they'll say, you know one time I went, when I first got into bourbon, I ordered blends and I asked them to put some coke into it and don't really know what I was doing just trying to experience some bourbon and adieu refuse to mix the blends and a coke together. That wasn't necessarily a bad thing. Well, I'm a consumer, so I've should be able to drink a hot one because I can just mix them myself at the end of the day for me, what it allowed me to do is understand well, okay, this is a different type of verb and so what they're trying to tell me is that, you know, they don't, you know, is a special bourbon and maybe you know it's not kosher to defile it in this manner. Because, you know I think that at the end of the day we want people to drink their bourbon how they want but at the same time we don't want to water down in importance of enjoying, you know learning how to develop you know appreciation for certain neat products and what makes it special. You get what I'm saying. So, you know, while I am for you know total enjoy how you want, there are certain things to where you know, there's, you know, there's been so much put into it and if you go and you just pour it in a cocktail and water it down, that you're going to lose the very essence of you know, so I don't think we necessarily should run a campaign of you know judgment free zone. You know, I think that, you know, that has worked for Planet Fitness, because there's a large number of people who didn't want to go to gyms because they felt like the meatheads was around they was you know they were feeling insecure from being around so they create literally a concept for people who you know and they did they did the you know the background information they did the research to know that there's a there's a audience for this right. So they create there you know that platform for that particular group of people or audience any race situation is very diverse. You got me here, I still go to Planet Fitness, but they are here to the ruse attendant Planet Fitness. So what I'm trying to say is, I don't think it's that big of a problem to where we need to address it in our storytelling or market to me personally, I think that if we celebrate the freedoms, the pressures a naturally fall off.

**Speaker-A**

I think that I guess in looking at its you know trying to, if you're looking at the person that's going to guess the character of the person that's going to purchase the bourbon. Actually my bet they're probably like your difference like most people would be like are some people would be more intimidated by that or offended by the fact that he is trying to make them look bad you know like he's making, he's looking down or that's kind of like what we're I guess trying to contrary you know, like you said like eventually they'll learn you know palate differentiation and they'll learn how to know why you know why it's like that but in the beginning you know we want them to have a starting place I guess that's where we're operating them and a lot of people if they go and experience that they're say Oh, give me a bland because they hear everybody talking about blends. Well, man you know, you may be like you wouldn't take like that because you just educate yourself and level up, but some people will be embarrassed by that or like, man make him look stupid or look dumb at the bar. You know, and not add to bartend is already talking to other people man this guy order blends with coconut you know, it's like, I think that is ideally, you know like a way that we can, I don't think I'm with you, I don't think we need to I don't think we need to put that in the marketing. Because I think that a given, like if we say it's for everybody or we open it up where people can have access to it that is contrary to the people that say you got to do it this way already, you know like that, that people know those type of people. That's why like, because I guess you know, like, the villain in the, you know, the villain would be like a bourbon snob who's going to judge you for drinking bourbon a certain way or, you know, critique you own you know what, however you did it, you know, and or like just like even like I call it like acid like a bourbon. butthole like somebody who's just like they look down at you are they trying to make fun of you because you don't know or they know everything about bourbon they know everything, like I know everything about you know, when you know misters open their door and the format they use the walk on and whatever you know, like they those type of people are contrary to people trying to get into the world of work. Because I can scare people off. I mean they can make people go the opposite way to say like, I don't know enough about that to deal with it you know until I found out enough you know,

**Speaker-D**

I'm I I don't know if that's still a thing, though, shot. That's what I'm saying. I don't know, even if that's really still a thing and I say that to say and maybe Tim could chime in. We've there's been a lot of education that has been going on since I got into bourbon and what 1617 again, when I was first getting into it bourbon, you know bourbon was you know, kind of popular but it wasn't popular amongst African Americans. It wasn't popular around you know, we were still you know we weren't really common in order and whiskies and Bourbons and so I think that with the lack of and there was integrity in the market, that's no longer there anymore. I don't know its integrity is the best word. But yeah like bourbon was sacred, you know I mean, a certain Bourbons, you just don't mix. I think that with a blowing up with all the marketing with all the DEA, I think that these bartenders, because that's mostly what are having experiences with, when they go like me, they already have Latins with some code not knowing any better and bartenders okay. I don't think I think that these bartenders have been trained a little bit differently, how to promote and, you know, and do their burgers, I think a lot of distributors probably have been a key component to that education, because it's just like Look, we're here to, we're here to sail. We're not here to judge people on how they drink, especially with, you know, Freddie Johnson becoming more and more of a celebrity, if you will, in a bourbon world and his one of his models is you know drink it however you like. So, I think that there's been a lot of education and we have come a long way in this market since 2000 and you know, since I got into bourbon to where I don't really know if the judgmental piece is a concern anymore. I think it's more of you know folks understanding that you know you don't have to drink bourbon need to enjoy it. You can drink it in a cocktail and enjoy it and be conscious free about you know about doing it that way opposed to doing it the traditional way. So I think the thought process is you know, people probably don't think that you know they think that if they're doing bourbon or the industry or the sales and justice if they don't drink any because you know, again you still go to distillery you still get handed that that need drink when you come in Castaway key today they don't hand you a cocktail. If you know me they're going to hand you a castaway key cocktail. You know some of these distilleries are taking that approach to where you know they want to start promoting a cocktail culture because they understand that it's a bigger net and trying to do the traditional way of giving a neat product. That's just my opinion don't like I said, Tom is more out there in terms of you know and I'm still going to bars I'm still ordering stuff and mixing stuff and I just don't see that judgment anymore or as savvy as it was when I first got into industry. But you know, I like Chum to chime in and tell me what he's seeing out there.

**Speaker-E**

Yeah, I think I agree with a lot of that the impediment to relationships right. So we have two different stories that we're building. One is the consumer side and one is the Barton different relationships, I agree that consumers definitely. But what I seen, especially that wins because that's what I'm all for most consumers don't call contests they call cocktails, Virgin for vita keela. But they don't call her so they order no fashion. It's always counselled fashion house man and they're not specifying a brand's I think they are still worried about that judgment. Call bourbon is certainly maybe our eyes. So getting a consumer to call like nobody ignores and makers old fashioned like I just said a warm fashion. They're not MIT. You know you get a lot of make makers and coke and jack and coke. You know your average every day. I obviously it's different but beyond people who have that relationship already with those brands like I just don't even hear the word or like a Woodford cocktail.

**Speaker-C**

And that's what I was saying. My I don't because I agree with what you're saying but a lot of it's kind of like when I do my political consulting, it's like sometimes we can get in bubbles and our bubble because your whole use dedicate a lot of your energy and time in educating people about bourbon. So like that and that's go to create some sort of a bubble around you just in the how we operate not as you're not going other places. But like we were literally at a bar a black bar which is very heavily. I mean they got good turnover and I got good population and literally with the owners we sit down and they like we have two Bourbons on our bar because we know nothing about bourbon, we have people asking us so I went to the store and we went on not once a store they went to their distributor and ordered woofer and another bakers the bar only two Bourbons that they ever heard of and they would like to know about bourbon, but they have no idea where to start and I was saying like now as a consumer and the owners perspective as far as one of the things that I was thinking like I'm waiting on that I think that a lot of people are moving out and black bourbon society what you all are doing every you know a lot of people are moving in that direction. But I still think the vast majority of people not just black people the van a lot of people are just they don't feel confident enough to make that statement. I need I don't know something you know like that I need a specified you know bourbon old fashion you know because I don't know, they would just rather let the bartender figure it out and deal with some you know some of these meetings that we've been to in advance a restaurant is different restaurant they're just trying to move the needle as far as with people customer experience and what I mean, Jake's I'm an area complete bourbon snobs. Not all bartenders but you know say I like that like you know tell it, man. It's just like I think you're I think you're both right. I think we have to look at in two different phases. But in looking at the consumer, there's a consumer out there. That is more than we think it is because they're not comfortable enough. Knowing what kind of bourbon they will know.

**Speaker-D**

So I'll just post your questions. So where does the whole start?

**Speaker-A**

I think here Marcus,

**Speaker-C**

Why does the stock crash. No having the Bible be the starting point that you were just starting to talk too then the whole woman wanting it to be geared towards women, we haven't touched that and have that fit in to what we're talking about, I think it's kind of like what Mike was saying earlier about the two different pieces or even what Tim was wanting with a list. Ideally, what we want to do is have a discussion around what we think as far as you know the people that were that were market into the opening in the market. A lot of the star fresh McCain or the best new right bourbon to recommend became because our conversations with total wines and even the distributor I saw that there's no starting place for merge. There's nobody that's grading them. If you all agree that that's an issue especially if there's research that backs it up they that's the customer's response. They don't know where to start when it comes to or why the story I was assuming the whole time your story is something that's related to the character. So the way I kind of see this is who I'm trying to target. Originally, I was assuming this was African, Americans and white dress, MLM people. So use your story, which is the original story of being the first black avoiding in Kentucky you know the piece where Tia is the kind of creator of the taste. Well, that story lends itself to those objectives. You all being black lives in the first black in particular that led up to the African American population, that you want to talk to having a lot to do with the taste of the product lends itself to the woman and then starting fresh and the whole campaign about educating people about this is where you start and why. That's why reaches the millennial and anyone who needs no other peripherals but got and I hate to be that guy.

**Speaker-A**

But, you know, my wheels are turning.

**Speaker-C**

Is starting off with the starting point Is that really a good strategy because know I guess what the concern that I have is that you know I felt like we limit ourselves if we want to coin ourselves as the starting point. Because what does that mean you buy your first bottle of fresh started had a good experience, now I'm move on to other stuff. I'm not a rookie no more, so I don't want to drink, I don't want to, you know, I'm not go to drink fresh anymore because that's where I started, I might have a bottle on my shelf, or you know what it represents, but I'm going to move on to more mature more aged products because again, in my in my head, fresh is just a starting point. Fresh, is this the beginning or are we looking at, you know, the audience is you know all the people that's coming into the industry there's going to be enough new commerce to sustain that particular model. That's why sound like the cocktail approach above all because you encompass the new burden of focusing competence. The people that have been drinking bourbon you know for a while that just you know, again those folks like me, you know fresh coming out on this port it was black but if I'm not black then I have fresh bourbon in common new you know you’re starting point. Well, you've all you probably already lost me right? Because I don't need an entry point bourbon I've been drinking bourbon for a minute, you know I want a good mature bourbon you know I'm going try different things but I want a good mature bourbon. So what I'm saying is, do you think the start the starting point would well be the best way to go and turn to a targeted audience above just you know going out for scale cocktail approach to make sure that we don't lose people who has already been drinking bourbon.

**Speaker-D**

I think we do it both with market segments we have to do we have to do both of them. I'll say the part of the philosophy behind that is something I learned when I was running non-profit, Coca Cola his whole goal creation of their products and companies is to get you to drink coke at six. They know that if you start drinking Coca Cola six you will never drink Pepsi. That's why they banned them in elementary schools because Kotel philosophy was is they know it's six years old if you start drinking Coke you won't be a Pepsi drink it don't matter if Pepsi comes up with new flavours or there's new other what have you done they know you your first go to will be coke so the idea and the philosophy behind the start fresh is fresh they could try other stuff but because their palate because of our unique mash bill the nose and the way our bourbon taste that that it'll be either a stable even if they try something they would come back to this now for people that already out there the marketing for that those are the experienced bourbon drinkers. That's why we go with the philosophy of start fresh. It's the best new bourbon I recommend you always as an expert have people asking what bourbon do you recommend what Barbara you recommend at the Jake's the bartender said in tasting our bourbon so you might have old fashioned with the bourbon he made one of the drinks that night came up with and they liked Jake drunk the Jake's wife liked the drink that you came up with Nate. And then the bartender made to fashion and he loved it but then he was saying he would use fresh bourbon as the starting place before you even before he said before we even went into the marketing piece of it. He said fresh bourbon could replace basil Hayden very easily and Buffalo Trace in the drinks that they make when they're trying to tell somebody you want to drink bourbon and so that's the I guess that's the whole marketing mechanism from the beginning you're right Mike, there are new people coming to bourbon, there's a there's a big crowd there. There's a lot of people to recommend but eventually with some of the other product delineations the bottle and bond is some of the other age stuff that will come out in later years, we'll be able to mark it as people kind of grow in their upgrade their palate, say so to speak of elevation. So what's the umbrella?

**Speaker-E**

I got you started or

**Speaker-C**

And also the comfortable competent non judgmental piece I guess falls under start here but to start here into bourbon but then the capture piece how does that fold in?

**Speaker-D**

The way honestly, another way to relax the story is to have one of these to be have their favourite the one way need for example, for the other is a cocktail. So that's not part of the story that we like to say there is no one way because we like that she likes a different ideologies we want to create so how could it not be good and the content?

**Speaker-C**

How do we communicate that sacred? So I think that's fantastic. But what is the panel that

**Speaker-E**

So after you start fresh instead of eating what was the rest of the 30 start fresh? So you start fresh and instead of finishing where you like it's something that speaks to China different brands?

**Speaker-C**

Continue?

**Speaker-E**

Yes, start here this at me or young cartel and then try each other or you know something after that had a look at that. That's a good idea.

**Speaker-A**

Okay, we get I mean, first we recorded a meeting. So like the whole idea of a bullhorn. Is this supposed to help us with the language piece anyway this was the language experts and Dean is so you know she maybe they can help us work through that if we can't you know come up with something along those lines.

So give them a plan. I think that's the. So we do have a lot to say. And you're right. I mean, this the story is based on Tia, and not no one you know the bourbon world in ordering bourbon and you know, being able to access the world of bourbon and feel uncomfortable to do that. So, yeah, I

Guess we have to.

**Speaker-D**

So this is just multiple ways of telling your story, when it comes to the market and we end the home Hoover charging fees, that's a big issue because just from a pure marketing point of view, it's totally different overcharging African Americans is definitely something different than any other. Different can different types of attacks for lack of language those characters are different and they have different.

**Speaker-C**

Somewhat, but if we can nail it down to the character being I think they have a similar problem, though you see what I'm saying? So like all of them that's where that’s where we have to nail down to where it survives, whatever. So T is talking or if a woman's talking or if it's black or white or whatever, if they're talking, it's the same problem. If it be a woman a millennial, a new person a bourbon, a black person, it's the same problem. You know, like the same problem that Jane has with our boss and trying to deal with a bourbon snob is the same problem that the club owners we were talking about who don't know anything about barber hands, you know, it really didn't matter that they were black or white. Not wearing not wearing yes. Not familiar with i and being not just not knowing where to start, but also being embarrassed about the fact of Trump being embarrassed that they don't know where to start I don't know if

**Speaker-D**

That makes sense. But I think that should become our that should become on focus on lacking not we shouldn't be talking about. Oh, yeah, I see African American cities in the wannabes because this supersedes that on Sunday.

**Speaker-C**

But as you're developing targeted advertising, knowing publications and websites,

**Speaker-D**

So, because you're telling me because segments are massively important

**Speaker-C**

So, exactly it sounds like going back to chapter four, where it says so right now we're still talking. Consumer new device this is our current and primary consumer primary characters If this they're going to be a different kind of messaging approach and the bartender's are just going to be kind a Yoda figure here. On Wednesday, we're giving them exactly the same tools that work great exact solves the same problem that they have interacted with consumer data. So it sounds like what they what do they want started, sort of want to get started in? That's pretty much it. I mean, that's just there any kind of piece of language that hasn't been taught and composed and sodas and bourbon.

**Speaker-D**

And as I focus, is that is that a national focus or is that just is that I mean because in Kentucky you know, a new to bourbon campaign a bourbon is embedded in our in our bloodline, so I think that new to bourbon will work outside of Kentucky but without working in Kentucky.

**Speaker-C**

Here's what I think so because you have young people that are just getting into bourbon and then there are still a lot of people that don't drink but I mean we're getting into bourbon in 2017.

**Speaker-B**

Literally, I have a customer at the VA who's in her 50s and she's been following our business and she'd like to just tell me I've never had a bourbon cocktail. I would love to do it. I've never had one and she's a white female aged 50.

**Speaker-C**

So, that's to get started in bourbon and bourbon cocktails. That seems comprehensive to me. So that chapter five has a problem. One of the villains is bourbon snobs. Are there other villains?

**Speaker-E**

Those are the people who like them, bartenders anyone who's uneducated and going to recommend something or you're mis-educated because you're like you talk to the person who wouldn't make that drink for the first

**Speaker-D**

Look on environment snap that’s all we call it. So like the bourbon snob is like, somebody who's, you know, like they just they know so much about it that they're going look down on the person, you know, pass judgment. You know? I think here's the thing and I know it's contrary because we have some smiles in the room. Namely three of them two on the zoom call one in the building. No, it's contrary to y'all. But even though like every time we do this, I'm telling you every so we did this twice at Carson's and Jake's in the fund and I hate to say this price our stock our take this out of recording but every time we do this they're like, we need a bourbon to go against minute.

Yes, God, and just telling everybody how to do everything like who wants to be that guy? I'm like, man, so like, not like a knowledgeable person. Somebody who's like a really jerk with you know, when they're talking to you about it you know and so not that I know him that well because I've only met him once but I'm saying like it's just like an ideal that people don't they just saying that for even those guys that Jake is like considered a bourbon bar. You know, there's no cigar bar. He was like, man, I can't stand people like that. You know and I'm like, that's you know kind of that's what we that's the villain that I think he's the caricature of the jakelin in on him and I get it. Yes and why?

**Speaker-C**

Justify it like those drinks are typically ordered with no name I think so. How do we how do we change that our dress every point I was thinking something around like an advertisement could be like you know that you know the vodka for your know, the vodka cranberry and you know, the tequila for your Margarita. This is the bourbon for your passion and man because it gets at that. I don't know how to make you want to sing. So, I think that's Sullivan the bonus knob. Well, that's it's I'm afraid of being just right. Greg you seem to get there. Advertising is all on courage and confidence in orange. It's like seven. it wasn't the same. Seems like there's one villain bourbon snobs may be we'll come back to more as we go along. But it sounds like even the bartenders right there. They're living in the same world and the bar owners. This is interesting contradiction in the community of bourbon right now. So the eternal that I think is two. There's two pieces. I think the turtle is they're afraid they won't like Windows a big thing. People have had negative experiences in the past of bourbon. Bourbon snobs do not do a good job of introducing people to the category and I think the external is they're intimidated by selection options. There's just too many to choose from. It's better to just pick up right. There's probably more internalized. Fundamentally, it's easier to not survive.

**Speaker-A**

That's it afraid now and like I said in tunnel was they don't want to look down you know and you know ask them about our order and barbering you know they don't want to have the sight of embarrassment. You know, embarrassing.

**Speaker-D**

That might be philosophical but embarrassment the philosophical I mean I guess you know why is it important to them I think the status thing is big I think that that becomes you know being a part of the, in the know the status piece of it. It's often a book about how you know like Mercedes and Rolexes and things like that don't help you live or survival but they do give you a level of status that it makes you, you know feel more important and feel good about yourself.

**Speaker-C**

So being part of burning culture and having positive bourbon experience. Not being left out.

**Speaker-E**

Ultimately is that what we're doing we're creating a new create a new culture needs to be that people need to be totally re educated about how it works.

**Speaker-C**

That's what they may be assigned to be explicit with and it was a fresh brand culture. There's a podcast and some of them podcasts. They're all basically knockoffs of bourbon pursuit which is like 90 minutes usually and it's like these really long rolling conversation harder to do now. And it's just all this insider baseball stuff and there's this one podcast that I said I better however, you know those guys. They only drink like $30 $100 bucks Like their stick is not doing the whole massive, like snobbery, culture an elitist culture. So I think it shows the market is even already react.

**Speaker-D**

I think that no I do think I mean, you're going to get you know like I said that the segments we see that I mean there are forces there are based on like the gravity research you know there are segments of the crowd that are experts and they are they know a lot in their into their bourbon Stewart's and they know but the majority of the bourbon crowd is not and they're coming in or they're not there yet or they're you know I that's the majority of the space you know and that's why the decline of some of those brands became you know pivotal like wild turkey, some of those declines were based so much on not because see what we can decline it by advertisement and things like that we can't really look at it because they have the funds to advertise and to make their brands and pay spot pay actors and do that but Nielsen has the numbers. So Yahoo's banner Bourbons, and whose and their movement away from African Americans or Hispanics and new people enter into bourbon market hurt them when the bourbon when the white male bourbon drinker was not bad as much or they were moving on to something that was you know higher approval or whatever. They weren't marketing or including these other groups coming in.

**Speaker-C**

You know and so, that's why **Wolof wiz sub graphs** so much referred to as on repeats. Yeah. So as makers, you know, makers build their campaign around starving people in bourbon and people didn't move on just like the coke that they were ahead of the curve of getting people in the category people comfortable with it. They were just making sure. I think looking at your greatest strike rate of 20 spread. It's easier to get people it's easier to find a new person to your brand than it is to go into a highly competitive space.

**Speaker-A**

And part of that I learned that from Andrews just conversation with Andrew was saying that, you know some of the bourbon festivals and not you know notwithstanding his product or if you like it or not either way but he was saying that. You know when you look at it you have the big you know, the big distilleries your craft distillery you go into bourbon festival. There's a ton of people here. He was either where they put you at is important. They put you in the back and he's like but then you know you've come to your product and then you have people that are there if they've spent that time there that much in the bourbon where they're coming to a whole thing they're looking for like the new thing. So all these other companies have the new 10 years, 250 bottles and new you know, it was like competing against that is very difficult and spending money to try to get that guy who's looking for the 10 year that's only 400 bottles available get that guy you could spend your money on just talking to a new person and educating them on just being a brand law you can build that brand loyalty with somebody new. So I was thinking when you said that that was what comes to mind.

But it would be we want to be the new makers we won't be a new one, we'll go from that philosophy.

**Speaker-D**

So like, I think the Yes, so has a problem. So that's chapter five I think do you know we can go into that a little bit deeper but I think that's a pretty good one. Meet the guy. So that's us. So the guide in the whole story is the product. That's fresh bargain. So if Tia is the consumer, fresh bourbon is the guy to help her get you know access or you know gain access to the world of birth and.

**Speaker-E**

So on what do we think about that standpoint stories and how are they getting the word comes from all the information that you give out to some people and stuff a lot and she started to cry.

**Speaker-D**

I wrote down and it's two things at the sun with an adult nothing. I said, No, we create a fresh to create a new bourbon experience. The fresh bourbon experience of course we use that a lot. Say, from the empathy standpoint out I said, like you we were embarrassed. That's an embrace. Wouldn’t use other words, but I was thinking, like you, we were embarrassed about our lack of bourbon knowledge. You know, so like that was like our empathy to them. Like you know, we didn't know enough we felt like you know, we're from Kentucky and we didn't know that much about bourbon. You know we you know people, like you people put pressure on you to that you should know about bourbon you know or you should know everything about bourbon or like you we need we thought we needed to be a bourbon experts enjoyed the bourbon or something. That's, I think in from you know just my headspace

**Speaker-E**

Empathy wise so something that Marty said earlier that I think we can bring into a single quote, he was an iteration over but we made fresh drink bourbon how about flagging and then go into the meat cocktail and I'm just going both aren't even playing and bourbon this bourbon is designed from the ground up, but getting easier to capture.

**Speaker-E**

I think that encompasses what we're what we're kind of, you know we're trying to get them to understand that we know what their issue is we know we sympathize with them and where they are in their bourbon journey.

So what the other piece of that is when I talk about authority is like why are your boards why does Luke Skywalker listen to Ben Kenobi well because he's Jetta already but I would say like you know I wrote down our authority is that basic because of our experience we selected the grains so Grind the glass. distillation and we want to go on no you know so that Dorjee is the metal you know the awards you know we have a gold medal winning bourbon that we distil from brain the glass we knew the grant we have the grains unique mash bill selected for that purpose not to help you create this period.

**Speaker-A**

So kind of an idea around herding novices who learns to make an award winning bourbon word novices, but I something there for commerce, yes,

**Speaker-E**

Something to that effect, something that conveys, like you were saying, like work out of like, you can't create this thing.

So just thinking environmental problems at work bourbon new comers who learns to make an award winning bourbon for other bourbon.

Animals built after your case that's pretty, like, say it had to be based off kind of went off to what you thought would be good for that.

There's something about being tapped into both the technical term I can't be. My new car is played out for yesterday's Cardinals. So yeah I like it I know you have moving

**Speaker-D**

On I call it all the people are offering like just when y'all come to me don't wear anything red. You can wear it say the blue but don't wear anything read to me at all. I know chapter six, seven. Who gives them a plan?

**Process and Agreement**

Now, some of that, right, there is more. So that's the commercial piece of it like Microsoft amount the commercial idea that he had my thing when Alan ever said, The plan is to get them to purchase, you know for us and we'll do that with the website. But also the plan is you know we can have it's hard to have an agreement plan because we don't have like a product that we're selling from messing with like la more where we give them a sample or sell our goods and I actually think that we can

So I think it's not necessarily an ingredient from a place of wanting to give you a refund on warranty or whatever. But I think it's there's enough in a bottle you can keep making cocktails until you find the one you like this is there a handling piece of getting into cocktails to make it easy for your recipes available. We're going you know that extends the purchase. It's not a bottle of wine or if you don't like he dumped on this one relationship even just having one bottle because you can get 12 drinks. That allows you eventually get to the way you like it.

**Speaker-C**

So I think for process there are two rights because there's on premises off in a bar in order to call a fresh cocktail. There will be an order refresh data is easier reporting your influence this is easier with constantly replacing our best to goals placement into the yard super easy. But I think in a package store communicating this is cocktail friendly in some way and then making it easy and communicating confidence for getting a cocktail.

**Speaker-A**

Communicating, This is cocktail friendly.

**Speaker-B**

Yes,

**Speaker-A**

In some way and then making it easy and communicating confidence for getting a cocktail what?

**Speaker-B**

Yes, So one thing I've seen in like total wine stuff, especially during the pandemic is they will have like displays of different at home. And they will have like a little tear thing, like Lily's one sheet of paper, your cocktail on it, man. Yeah, I don't know how to do that. But I mean, for someone that was calling, trying to figure out how to automate it made it pretty simple. You know, especially if there are only two or three ingredients that go with making a cocktail,

**Speaker-A**

That sort of thing is I think it's cocktail friendly with just two or three meetings. Anything we can do to get our kill gradients next to the bottle? so if there can be a conversation with her wine says, and they've done it, we want fresh and we want this one model makes sense, old Fashioned syrup. I don't know. Come this sparkling that's not focus.

**Speaker-B**

There may be needed right there.

**Speaker-A**

So it's just a matter of placement. It's easy to buy two bottles long Second, we can use that confidence to visually indicate a decision.

**Speaker-C**

No saying would What about the QR code if it's attached to the cocktail? Yes. I'll promise like the process plan like purchase fresh read the story but scan a QR code or take them to cocktails, you know, like a list of cocktails or that's the other thing I was saying like I don't know we'll get there in a minute when you give them something free or whatever. Like you know, he talked about download and guides in lead generators in the book or whatever. So I was thinking a lead generator would be a cocktail guy or five cocktails to win but download our guide to five cocktails to win any dinner party or five cocktails for you know like kill some chocolate but and this is a place where we can a lot of your cocktail is very intimidating like cocktail parties. Classes now it's done if if there's a way of creating other guides right match the different consumer segments in one frame. So they're going to have an obvious diversity by gender and by race that there can be an implied by experienced level of making doctor.

**Speaker-A**

That’s really a problem from a marketing standpoint mentioned title select just stay with the QR code idea. How can we stay with the idea of making some type of offer and lead generator how do we get there from the QR code or whatever we buy purchase a bottle somewhere they see those different options you know, select this if you're the millennial or this if you're this and this and then you have a different experience for each one. And I take you to where you go and get different information and see videos that are related to your watch lane and things like that, that have advertising and explaining information and video for that topic.

**Speaker-C**

We do have that like I think the pop up the lead generator was the email address. So I think that popped up and it said, you know, new novice or expert you know or Whatever, you know, though, you know, as far as drinks, you know, as far as cocktails, I think that on the site and it depends, we'll segment about marketing. But I was thinking like the downloadable guys, it depends on who we're marketing to, like the consumer is different. Then like, you know, even Facebook, like if we target market restaurants, their pop up might be five killer brunch cocktails, or start brunch with these cocktails, our you know, our anyway, stuff like that, that would be segmented to them. But I was thinking if it pops up that it could be three, and they could pick and we do have that video option. We have not used it I did bad, you know, bodies and bodies, child things and this lifetime, whatever somebody's trying to get on. It is a trap but it's an interactive video. So if, like the videos that you're watching the video, you can say, hey, man to talk to you. Hey, we just invite we're happy to jump on? Are you new to making cocktails? Are you experienced, and in the video, it would pop up and it's a new novice expert or wherever you are. And then they could click on it and that's another video, so we have the expert immediately seeing other people who are new having that diversity would make it very comfortable and since we're on a theme and not to jump off of a little bit, but if you can, if Tim if you can start thinking Nate, I know you're thinking if we trying to figure out everybody has pointed to our bourbon to a higher quality to peeler like a lot of people are like they're like man, it really finishes like a high like Ace and kill well, it's actually not uncommon.

So, Brandy just as Randy's Bourbons and he was all actually have a pretty good overlap of flavour the bottom shelf suffering you see more diversity, like a craft tequila, craft bourbon are going to be more different quality tequila and the quality brushes because your distillation styles which was similar to keela is bringing over a lot of the grain herbaceous. And, and even a little bit of February, that people are used to hearing a little bit of SQL Yeah, clearly. Because but we're seeing that same thing, we're actually doing these hybrid events, hybrid virtual events where we combined killer earnings. So we're actually I sat in on one of those, as well as learning about how the flavour lock works is a great entry point because what I was thinking is along those lines, you're talking about having mixes if we can get a verb like if there was a mixer like tequila has a mix tequila if we can get like a drink that would be really good one mixer was like that

**Speaker-B**

That would be a bottle service in clubs because people don't want to have to mix two or three different drinks I mean different ingredients to get their cocktail

**Speaker-C**

In a bar there I have I'm sorry no send in a bargain I don't have the bitters and stuff, we were talking about I mean I in a club setting or at home they're not they might not have but we've been minty I've been thinking about that like if there was a way like and we experiment I you know and it's not bad for me you know to the likes more bourbon and it but if you take a margarita mix and you mix on bourbon it tastes pretty good, you know, but to come up with one like that would be really good for helpings. Oh, yes Like five different cocktails in one bottle mixer socket, total wine and liquor bar, Places Benny's, that would be I would have no so that's all your Thank you man. Just need the thoughts on what you know what that would look like.

**Speaker-A**

Certainly, just finding one that will make the taste

good.

**Speaker-B**

If I can peel back and cranberry all the time, so if you just have a bunch of cranberry juice, right, but we're trying to figure out what we can use the bourbon that will be like a mix of easy drink.

**Speaker-C**

And just some one step of accent on top of that a little bit more investing. So is it on ice Is it on like big ice crushed ice, right shoe ratio, this is 1.25. This is a two ounce for just a tiny little bit of sophistication over by the cranberries usually just of the day. I've been having some cranberry fills up the glass, but just tweak it just a little bit to say, well, sure a little insight into how to do this. Well, that's all and the reason why I would the reason why I was thinking I was trying to see about the Margarita mix, or trying to figure out I'm moderating mixes, because that will make it different enough for people to say, Margarita, like so but it's like nobody's pressing that point. You know, like, so like, if you could just do that with a good mixer and make a burger. Like, man, this is my because I you know, I like bourbon arm. It's very I want to, you know, upgrade my Margarita.

**Speaker-A**

I would never be dominance. Opening marketing, fresh Margarita we definitely listen to easy commercial. Worship tome.

**Speaker-B**

Is different enough to some people don't be like, that's different. No, I know. Because no, Berman of course is pressing that button like that, trying to move in that direction. But it's different enough for people to say, we'll try that check that out. You know, so, I mean, that was a little off. But I mean, I think that this is good. As far as the chapter seven piece, he gives him a plan that process will work more on that video on the self talkers of the cocktails, I think that so the next one is caused them to action? So a lot of that is really trying to press them on the purchase now with the Martin hands in the sales, you know, it's like what do you say all too often people think they oversell and they really not selling enough because, you know, you got to convey passion or whatever. So we're going to revamp the website, of course.

Later, I think that's very important when we remember last night, So that's where we get into the direct call to action, which is course links to the website and in and the buttons and making sure the background buttons and things like that, especially as we open back up to ordering, but then the transitional calls to action by on ramp and that's what he talked about the download the PDF life, maybe somebody is not a customer right now. But you know, like, you can like it, you know, I kind of have an issue going back and forth relationship with life, you know, like the cocktail guide, or like, you know, Lexan, the Fab Five cocktails or when any dinner party here. Download the what to drink with your friends, or, you know, a lot of those things we can use, I think to get the lead generation, but to create a transitional call to action, where as we create and establish relationships with people through the email, which we have a lot of emails, we really have cameras. And that's what we're talking about.

**Speaker-A**

With the whole pre sale campaign and what we do, if you've never found a place to look like some of those people could be lifetime customers. What are we going to do to address them and to keep them and the customer to have a chance to continue to purchase i think that we need to do. There could be also people who help us find restaurants the choice of words in that font, or whatever you want to distribute on the store, they could be activated in some way.

**Speaker-B**

Back off of that, like we need to do something with the people that signed up on the website, but we had a lot of people that just signed up on the website, we haven't done anything for any information. So live virtual events. I think that's something that we need to look at some of them later is what our next steps are with the people to sign up for general information. But then also the people that have purchased in the presale will still roll. Yeah. Because if they we document that they'll forget it. Especially they can't order right now.

**Speaker-C**

We don't need to do that so we'll do that. Send them boogers over on us so we'll get the email campaign program so we can segment the people. and we can utilize that with that sales force with grapevines so we'll start there to leave, We're just only you know, basically went radio silent then on with this pre sale campaign, you know, because it didn't hurt because we were still out there because people are posting If I hear so fresh and so clean again, a bottle of fresh partner like this, like make videos so that is like, Really or whatever, they're tagging us and tagging the page like a lot and but, you know, like even with the problems, and I know is magnified, you know, the problems sometimes get magnified. But I mean with the 1200 orders and the number of bottles I mean, I guess is 1800 bottles also 2000 almost bottles. We literally had 14 No, not even 20 people upset really like I was saying, you know that level above that, you know, I'm saying like it was really low in comparison to the number, I thought you know we can do better with new systems and things like that, but we still can get out there with the email campaign email drip system to get them.

**Speaker-B**

I think different campaigns want them to purchase in the other one for the people that are just want to know that fresh will have the same because I haven't reached out to anybody that they're signed up just to one.

**Speaker-C**

and ideally, I mean, that we feel that's the best way that we can have help from them is to be able to have them go into restaurants and places and ask if they have it you know if they have fresh available that's a potentially huge, then when we come into present are the distributor Bryant's comes into present, they already had somebody ask them about let's see. So that's the call. I mean, that was a call to action. We'll work on that. So as the sales is what about the price. I think there's really awesome. We got from the plan section for no action in the package stores, making it very explicit buy fresh, buy one mixer with a QR code. That is that is a discreet, easy call to action. That's awesome, As you keep changing the ratio that's really good Hi. I'm going to take this to I'll make notes and stuff and I'll send them out and then if everybody wants to look at them, you know, if I'm asking that now, the, I guess the next one chapter nine will Via voice helps them avoid failure.

**Speaker-B**

You do that by random mixer cocktails may be even the cocktail I mean, one thing that's the most difficult thing to me about making bourbon cocktail is getting, like all the ingredients at the right. Moment measurement by computers pretty much is overwhelming. You know, if you're, if you're new to making it, then you're going to probably put too much or too little, it's going to be a lot of trial and error. But the easier that we can make the cocktails, the easier, I think it'll be on them to avoid, you know, not making good afternoon.

**Speaker-C**

So I competency the one model that said the QR code that feedback seeing other people's capture less critical and any sort of interactivity and you build an interactive channel on making cocktails and talking to you about it, there are various use offers.

I mean, at some point, it becomes financially beneficial to go out and make your own message. You're going to have your own manufacture your own Margarita mix the fresh or fashion based, right be so smart. I think that's a huge. I think that is part of it because we have talked to you guys, so talk to them when we talk to you about other intellectual property around fresh bourbon. You know, one of the things that, we're already on it, but one of the things that like next year, we really want to go after is the whole, you know, the ready to drink category, the front user lies in the fresh bourbon name and he was like, Man, that's gold, right there is like because, being able to, fresh bourbon cocktails or for bourbon, just being able to utilize that would be huge, and I think and then even with that offer, that's an in it's not that we have to do our bar, we can source that to be able to do that cocktail, like to be able to utilize So if you move if you can move across spirit categories and get a foothold in tequila or Galle, gin, vodka, Brandy, and then have your mixer line just flexible graphic spirit categories and these huge chunk of that I think we need to think for the consumer to like this as a customer, helping them avoid Bay or, you know, operating with what all the stuff we came up with. It helps them not to look or be embarrassed by bourbon snob, no more than just one way of countering that is to have urban authorities create help you create that space. I think that's another place that we can do that right and what is the antagonist who is recognized mostly bartenders, like bartenders that would be that this kind of abilities but again Slash club on top. What else in that kind of bourbon insider community the hat is already said this validating, not validating or making?

**Speaker-A**

Perfect commercial bartender the same day and making that is awesome.

**Speaker-C**

The other thing the only this not a success but I think we got to do the chapter 10 part, what did they what did I have? So before the break what are they feeling I think this is the intimidation lack of experience and even their political Allies and then what’s an average day life? I stopped thinking about getting into number four Brian What is this then it's outside so after the brain so after Brian What did I have a place to start think there's also a sensory to it right and there's also a cat a good drink experience and he say that satisfy this joining enjoy is what's the average day like is more towards like a product category? I mean different product categories. What would certainly you know if you're trying to be the next maker, yes. The average day is reaching the bottom for your next think it's like the list of resolutions to our customer’s problems. So when I was, I don't know, some of the ones I wrote down was, you know, help them with their status with the grain, the glass, they know a little bit about bourbon is running to clients distillation stance. And then it's just like, how do we power or position?

**Speaker-A**

Do they gain any power or position In a book Yeah, so I mean in that group, people didn't know where to start or what to try to elevate it to the next level.

**Speaker-C**

So you know, barman, that's why yours is fresh. This as they know. They're in enough. That's power, I mean, power position. I guess the other part of that is being unified like external home service like that offer identities Association. So that's part of the new bourbon culture. That's anti smile. Let's see reduce anxiety, the ability to now bourbon us use our bourbon as a tool that bourbon as a tool to make your environment super hero. It was this reduces anxiety while reducing that back the ability to now burden success or reach their potential. So the same is the number one they don't want to be a burden snob or defeating the burdens in ends in a success. So what is the end.

**Speaker-A**

I took everything that you just said can convert it into short phrases in a sentence. So they're enjoying bourbon regularly and confidently, without is in the new Berber culture. In joining Bergen regularly and confidently with others in the new bourbon culture of drinking how you live

**Speaker-C**

That's awesome, anything more anything else? Right, and character transformation. I guess it's the last chapter 11 is like It is exactly the way this is inspiration

**Speaker-A**

Just to keep you back in one word and the more that we can talk about your glow from an outsider to influence someone to go to someone who actually can tell other people about it and other people probably to the phone especially your cell phone as an outsider to an influencer? I think this afternoon, yes. They said the second Why is intimidated the confidence.

**Speaker-C**

Think that's awesome, a brainstorming standpoint, the only thing that we want to ask, I guess the last thing that they do say is like on one line, and I was on read this one line, I was going to say you're going to help. Or we can do a one liner just so when somebody asked, you know, what do we do? I and we can change it out. That's just my ideas that I was thinking, you know, since we've been through this process with price level stuff better. I said then, so we help. I said, the average person or bourbon drinkers, but I said, Eric, first, we help the average person, recommend a great bourbon and overcome bourbon smiles by distilling a great tasting gold medal winning bourbon to help them for an awesome, neat drank or make fantastic and so I'm trying to encompass a lot of things in there, you know, but it doesn't have to be that sounds like the value proposition and promise together but it's like I guess when he wrote is like, what do you do? So like, what can we sum up? What do we do for our customer? or, you know, what do we do as a finance wasn't fresh brand new

**Speaker-A**

The whole last piece we're taking them from that place where they don't know much about bourbon and much about why they started to that place we're educating them and taking them to that next step

**Speaker-D**

So there's sort of two pieces product creation is the thought that is we create award winning bourbon grinder glass

we've now we create a new style of Ford way bourbon brand class and it's really important because there's so many people that are over there on the riverbank scratch the whole deal with traditional downstream just don't think in the same three recipes the same thing so we create we create a thing think we category reasonable thing awkward

**Speaker-C**

You with the way they live a more basic life because the customer what is the problem? What's the plan? What's the success? So we base it off some of that stuff, I think I mean, that is especially when you come out with this like statement, you know, there's one this statement it'll be trends, we'll be able to utilize that in every part of our marketing piece. Because it's encompassing, So something I know firsthand. At fresh bourbon we craft the blues style and award winning barley the future brand new glass designed to be enjoyed April next however you like to wait too long,

**Speaker-D**

Almost some kind of mermaid style, so anyone there is anyone that and then worked with Zig Ziglar can joy enjoy in our last after more of experience the lifestyle is definitely the service.

**Speaker-C**

A fresh barber we craft a new style of first round we craft a new style of award winning bourbon from branded glass, so anyone can consume and enjoy on bourbon lifestyle.

**Speaker-D**

I think one neighbour life style even describe it as part of the lifestyle of drinking or mixing. Are we confident with our ether? I mean y'all can fix it first bargain, we craft a new style of award winning bourbon from Brian defiance on any one soon enjoy on bourbon, under bourbon lifestyle, drank and need to explore flavours’ of craft and cocktails to start a little bit worried about consumer brands and enjoy. All right, it's really hard to tighten it down.

Well, if you all want to work with this, and then we can maybe think about it, you know, after I get the notes, then we can maybe think about it.

This has been an awesome session. I mean, like, I'm going to record it on our plates and make it on whatever she wants to listen,

I recorded it. So she wants to listen to the recording. and then I'll go back and then I'll try to you know, get together we have, you know, came up with whatever I'm talking and I'll put all this down and we can add to it change that I don't have to do that and then that way we can just look at appreciate right now Really awesome. We are you going to that? We are going on with functionalism. Yes, I said the details. Just walking into the. Let's unveil now. The blackberry says that no sound like bourbon says in second pike Burton the bottom black bottle, the white label offering is like dipped in black. So I guess it's the highlight for GMT to celebrate this to celebrate this to celebrate the contributions after mechanism I guess you know.