

# **Growing Angostura Rum**

**sharing best practices to improve the impact of  
our marketing**



## The Challenge...

“Present one game changing idea that you either executed in 2011 or would like to execute in 2012”

– 15 mins per distributor

# Interactive Display Center

Create an interactive experience for consumers at the retail level. With the display center, the average Joe can meet John Georges, experience the distillery, learn what makes our rums so unique and why we are the most awarded rum range.

- Objective:** Communicate to the consumer– Why buy Angostura?
- Target Audience:** Knowledge seeking consumers
- Cost:** \$1000 per unit
  - Ideally, we would want 30 units.
  - This service would be offered to our key retailers.
- Measure of Success:** Sales
- Results:** The display center is a great way to create brand awareness. It gives Angostura an identity to the consumer and why it sets the standard on super premium rum.





# Barrel Signing Party

**Create a buzz in the industry about Angostura by hosting a Carnival themed party. At the event, we would have an Angostura barrel for everyone to sign. The barrel would then be returned to Trinidad and be used for a special bottling.**

- Great opportunity to launch the new 1824 and 1919 packaging.
- **Target Audience:** Media, Mixologists, and high end retailers
- **Action:** We would host 3 events in our focus markets, NYC, San Francisco, and Los Angeles. Funds needed would be funds to fly, hotel, and entertain key media.
  - Locate the ideal party spot
    - Example: San Francisco- Smuggler's Cove
- **Costs:** \$10,000 per party (not including media funds)
- **Measure of Success:** Media coverage, and sales on new bottling



# Shelf Talker Glorifiers

**For retail outlets, create bottle glorifiers that act as shelf talkers as well. Include a brief description of the rum with accolades. This will insure premium placement on the shelves and draw the consumer to Angostura. 1824 and 1919 already stand out, so this would be a great way to make the International Range pop and have the appearance of super premium.**

- **Objective:** To gain more exposure and create a reason for the consumer to stop and look at our product.
- **Action:** Include the board into our everyday sales routine. With purchase of the Reserva, 5 and 7 year, receive the board for free.
- **Target Audience:** Super premium consumers
- **Cost:** \$10 per board
- **Measure of success:** Sales
  - Based on our market research, shelf talkers create 20% more pull from the shelf. With the board, we believe that percentage will be more.
  - Obstacles we face are competitors pulling our shelf talkers off the shelves. This eliminates that problem.
- **Result:** Achieve more sales from our target customer.



#### RESERVA

Smooth, flavours  
of tropical fruit, banana & coconut

**2011 Gold**

Rum Masters

#### 5 YEAR OLD

Exceptionally Smooth, flavours  
of caramel, spices & vanilla

**2011 Double Gold**

San Francisco World Spirits Competition

#### 7 YEAR OLD

Silky Smooth, flavours  
of maple syrup, & chocolate

**2011 Double Gold**

San Francisco World Spirits Competition

  
**ANGOSTURA**  
TRINIDAD & TOBAGO  
CARIBBEAN RUM

# Barrel Program

Why?

A barrel program is essential to building brand awareness in the key strategic markets & retailers in the US.

## Strict Guidelines

1. 6 to 10 casks will be preselected by John Georges. Each cask should have similar flavor profile of the current market expression with some unique characteristics.

REASON: To control the quality casks with similar flavor profiles, making an easy consumers progression to the existing Range

2. The rum will only be offered in a current bottling and Label.

REASON: To build brand awareness of the current range and to graduate those consumers to the current offering once the private cask is depleted

3. Cask program only available in top tier stores.

REASON: Key to future success in the United States market depends on the brand awareness with their current consumers.

4. Casks will only be bottled as a Angostura 7 regardless if the cask is older.

REASON: To build brand awareness of current bottlings of Angostura

5. 3 200 ml samples will be presented to customers. Once a cask is selected, the remainder of the samples will be sent to the retailer of that specific cask.

REASON: To sample the stores best customers to keep brand excitement while waiting for exclusive bottling of the selected cask

6. The Sticker - Only a sticker can appear on the bottle that IBC will produce. The sticker says “ Exclusively Selected by “Retailers Name”. Sticker will not interfere in looks or placed on existing label.



# Barrel Program

## Savings, Benefits & Conclusion

A barrel program is essential to building brand awareness in the key strategic markets & retailers in the US.

## BENEFITS

1. This program will allow us to target key consumers for long term growth
2. To advertise to these key consumers to would cost thousands of dollars through traditional methods
3. This will be the fastest way to grow short term and long term growth of the brand with the major retailers promoting and having an invested interest in the brands.

## Future

A cask program is essential to building brand awareness in the key strategic markets & retailers in the US. This will allow future growth and excitement and demand of future releases. Retailers will ask current distributor sales force about product availability and release dates keeping our brands as a focus with our current distributor sales force.





# The Spoon

On Premise

**For the bartenders, if an Angostura Rum cocktail is placed on the menu, receive a personalize bar spoon.**

- **Objective:** To gain more on-premise exposure and activity.
  - Cocktail menus are essential to the success of Angostura on premise. Bartenders love the high end bar tools. So with the use of Angostura Rum, they receive a something for themselves. Instead of branding them, we want to make it more personalized and have it engraved with their name.
- **Action:** Add the program into our everyday sales pitch. Incentivize sales reps to sell the program- receive a point towards trip to Trinidad per placement.
- **Target Audience:** Bartenders and ultimately consumers
- **Cost:** \$15 per spoon
- **Result:** More on premise distribution with movement.



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