



OTRTM

Delaware Market Visit

ON THE ROCKS



ON THE ROCKS™
PREMIUM COCKTAILS

AWARD
WINNING
COCKTAILS
BAR NONE



POUR OVER  ICE AND ENJOY

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On the Rocks

Execution:

Market Visit w/ Founder & Global
Ambassador Rocco Milano

August 4th & 5th

Account Visits w/ Key Accounts

Meet the Maker Event @ Total Wine &
More

SGWS Distributor Training

Fairfax Liquors



SGWS Training



Hyatt Place



Market Highlights

Fairfax Liquors



Fairfax Liquors



SGWS Training



Market Highlights



Total Wine & More Event

- Executed Meet the Maker Event at 3rd Largest Volume Total Wine Account Nationally
- Secured Mass 50+ Case Floor Display
- YTD LME July +1098.8% 9L
 - In July Account Purchased 72 9L cases to support floor display and sampling event
- 50+ bottles sold during 3-hour sampling event

On the Rocks

○ Account Visit Results

○ *Hyatt Place*

- Sold in 6 SKUs of 200ml
- JPM, Aviation, Manhattan, Cosmo, Margarita, Old Fashioned

○ *Fairfax Liquors*

- Sold in all 375mls SKUs w/ Rack Placement

○ *White Clay Creek Country Club*

- Sold in Aviation 200ml for Carts

○ *Delaware Park*

- Waiting on commitment