



WORKING WITH THE MEDIA

How to Build Meaningful Relationships
to Grow Your Spirits Brands

MARCH 6, 2018

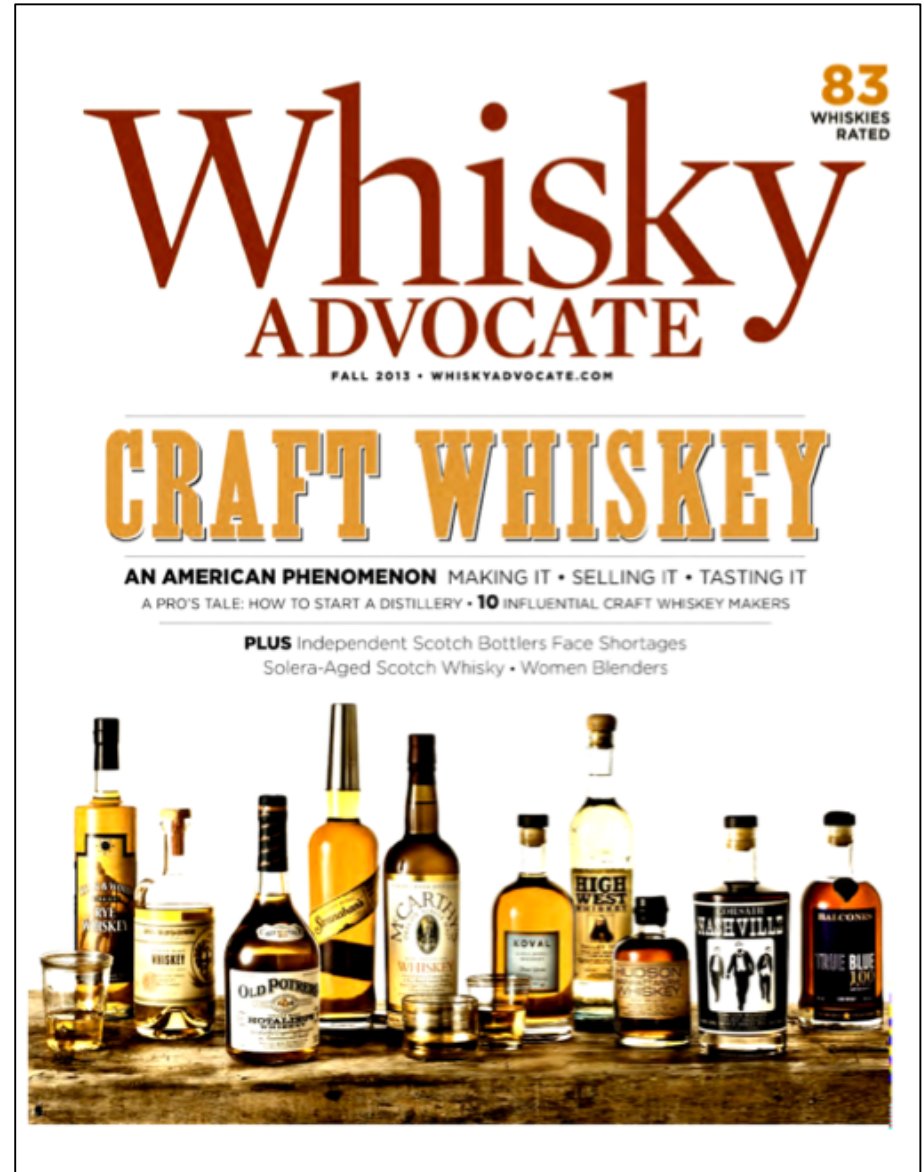
SESSION OBJECTIVES

Help you understand the opportunities that exist for your craft spirits brands – both locally, nationally, and internationally with media outlets small and large.

Show you that you don't need big agency budgets to generate impactful results.

Share guiding principles to optimize your success in working with the media and leveraging social media, and discuss the list of assets required to do so.

Help you develop your brand's unique point of view, and tell your story in a way that both sets you apart from your competition, but also includes you as part of broader spirits and cocktail trend round-ups.



AGENDA

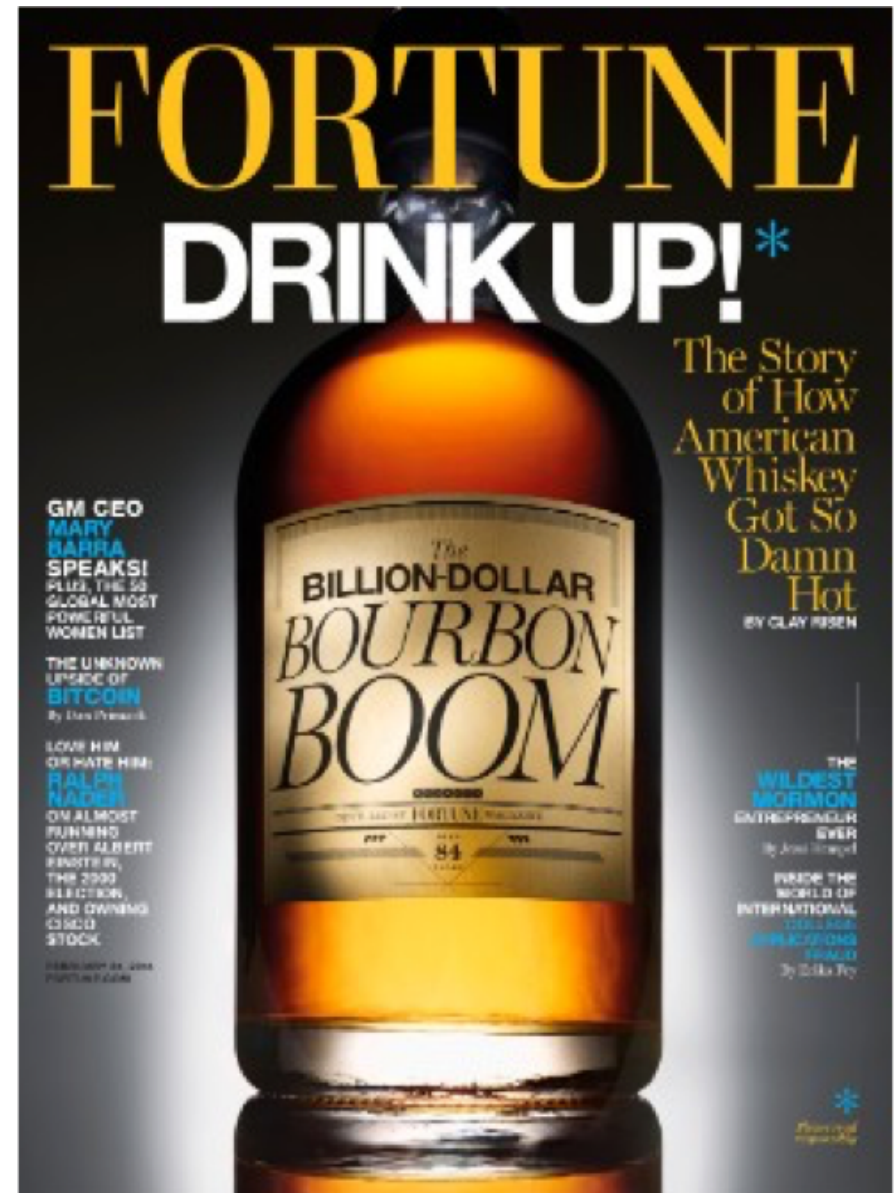
Current Media Landscape

Spirits & Trends Landscape

Media Commandments – Best Practices

Tools of the Trade

Q&A



ALEXANDRA SKLANSKY CLOUGH

Founder & President of GATHER in New York, a marketing, consulting, and PR agency that focuses exclusively on food, wine & spirits with an emphasis on craft.

Strategic marketing communications professional with a decade of experience within the food and beverage industries.

Experience with nearly all of the large spirits conglomerates and a variety of craft brands within the vodka, tequila, wine, beer, rum, cognac and whisky categories.

Former Distilled Spirits Council PR Director. With ACSA since 2015.

10+ years of experience in beverage PR, both at trade associations and at large New York public relations agencies.



MACRO TRENDS IN THE MEDIA LANDSCAPE



SHIFT TO SOCIAL & DIGITAL

Social media explosion creates a need for constant delivery of content in a crowded space.

With shift to social, long-leads in decline, fewer full-time staffers, and more freelancers in need of content.

OPPORTUNITY:
More opportunities for coverage in a 24/7 media cycle.

INFO SEEKING

Media and consumers both look to social media channels and online content to learn about spirits trends; both have the opportunity to connect directly with brands.

OPPORTUNITY:
Brands can now connect directly with both consumers and media.

AMPLIFIED REACH

Media outlets and bloggers who were previously an afterthought are more influential than ever.

Beverage trade and industry gatekeepers are now of utmost importance.

OPPORTUNITY:
Tapping into this knowledgeable set of influencers creates impactful third party endorsement.

SCOPE OF COVERAGE

"Food Network" generation renews our interest in food and drink.

Millennial focus on local & artisanal parallels craft spirits movement.

OPPORTUNITY:
Craft spirits perfectly fits into this trend and this millennial passion points.

EVOLUTION OF THE PR AUDIENCE: COMMUNICATION CHANNELS



FROM

Traditional print, TV, and radio media

CHANNELS

Direct outreach
(in-person/email/phone/text)



TO

Traditional print, TV, and radio media

Online media

Influencers

Microinfluencers

Customers & potential customers

CHANNELS

Direct outreach
(in-person/email/phone/text)
Social media
(Facebook, Instagram, Twitter, Snapchat)

**Each audience requires same overall communication principles,
but slightly different communication tactics.**

HARNESSING THE POWER OF SOCIAL

CONNECTING DIRECTLY & SHAPING STORIES

Social media allows for a direct connection not just with your consumer audience, but with the media as well --- who are often on deadline, or use social media for story inspiration, brand connections and interview sources.

REACTING IN REAL TIME

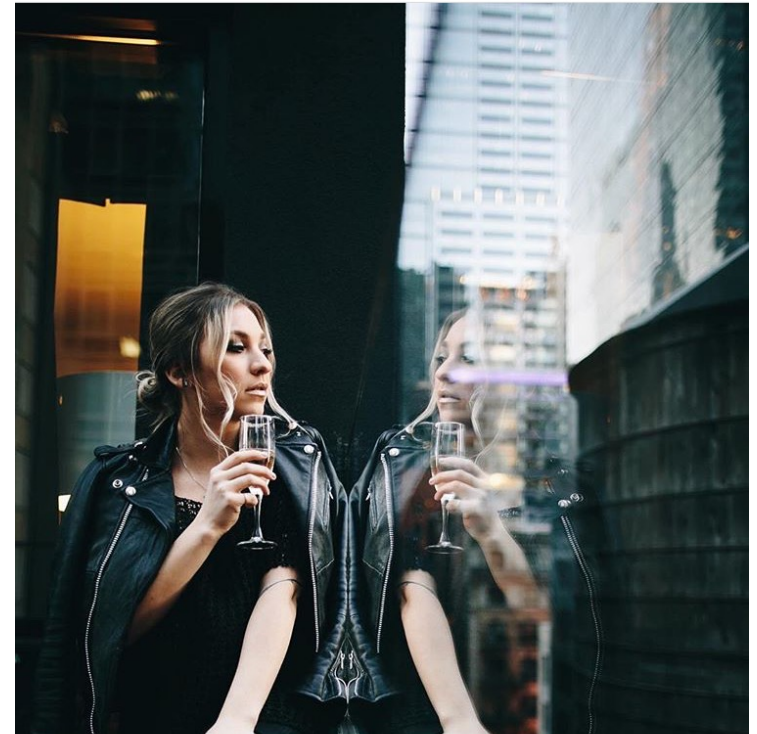
Especially in times of crisis, direct and immediate communication can be a critical tool to use to your advantage.

CONNECTING WITH INFLUENCERS & MICROINFLUENCERS.

There's a new audience to tap into: consumers and bloggers with massive social media reach, or a smaller, but niche and engaged following.



celineb0ss
Night Hotel



Liked by gclaywhittaker, offthecloudh and 894 others

SPIRITS & TRENDS

CRAFT IS KING - 1,800+ craft distillers in the U.S. creating a broad and diverse range of quality spirits. Large companies want to appear "small." Acquisitions and consolidation are a regular part of the news cycle.

GENERATION LOCAVORE creates a renewed interest in craft.

GROWTH OF DISTILLERY TOURISM creates new opportunities for trial and brand-building, as well as media coverage angles.

COCKTAIL REVIVAL creates opportunities beyond standard product coverage, and new opportunities for consumers to discover new brands and consumption methods.

WHISKEY RENAISSANCE has opened to the door to "other" spirits, and consumers have ventured out of their comfort zones.

CONSUMERS ARE EDUCATED, and understand spirits now better than ever before.

BARTENDER IS GOD – Trends are built in the on-premise, and the bartender is the gatekeeper.



MEDIA COMMANDMENTS: BEST PRACTICES & PRINCIPLES

1. **ABOVE ALL ELSE, VALUE TRANSPARENCY AND HONESTY.**
Honesty and integrity should always guide your communications approach.
2. **KNOW YOUR STORY.**
Ensure your brand is buttoned up, and that your message is consistent, and organized.
3. **KNOW YOUR AUDIENCE.**
Do your research and make sure you understand your media target and their interests.
4. **PROVIDE VALUE.**
To work with media successfully, you must always provide them with something of value – industry insight, unique experiences, facts and findings, etc.
5. **ALWAYS INCORPORATE FACTS & FINDINGS.**
Wherever possible, utilize (and source) data to substantiate your pitches.
6. **FIND YOUR ANGLE & EMBRACE THE TREND.**
Remember, there are coverage opportunities well beyond a bottle round-up. While it's great to claim you're the first to market, or serve as the focal point of a feature story it's also important to demonstrate how you fit into a broader trend.
7. **TIME IS ALWAYS OF ESSENCE.**
Media often operate on tight deadlines, so respond in a timely manner.
8. **PRINT ISN'T DEAD, BUT IT'S TERMINALLY ILL.**
Move beyond your misconceptions, and recognize the click through-value of online.
9. **NOTHING IS OFF THE RECORD.**
While many journalists will respect your wishes to share something in confidence, this is not a hard and fast rule in a highly competitive media landscape.
10. **BUILD RELATIONSHIPS VIA FACE TIME**
Rely on in-person meetings to build strong relationships; use email as a tool for follow-up.



BUILDING A MEDIA TOOLKIT

INTERNAL ASSETS

KEY BRAND MESSAGES

- Ensure your message is consistent and concise.
- Should include your brand's "story," mission or mantra, and key points of difference.

BRAND Q&A

- Specifically, focus on how to approach difficult topics.
- Familiarize yourself with these answers, and practice.



BUILDING A MEDIA TOOLKIT

EXTERNAL ASSETS

BRAND OVERVIEW / DISTILLERY FACT SHEET

- Should include an overview of your company, a description of your brand(s), and other basics (date founded, brand "story," and key points of difference).

SPOKESPERSON & FOUNDER BIOS

- Include tangible results and a description of your team's contributions whenever possible.

PRODUCT FACT SHEETS

- Should include product basics, including ABV & product MSRP, as well as info on availability.

HIGH-RESOLUTION IMAGES

- High- and low-res photos of each of your products (white background and stylized, if possible), spokesperson headshots, distillery photos, and product portfolio photos.

COCKTAIL RECIPES

- Ensure your recipes and preparation steps are clear, and attach a notable bartender if budget permits; wherever possible, include cocktail recipes that can be found at on-premise accounts.

ACCESS TO FTP OR FILESHARE

- Upload all above assets to a central location that is easy for media to access and allows for direct download.



ASSET SAMPLES



For Media Inquiries Contact:
Alexandra Clough
GATHER PR
516.428.7210
alexandra@gatherpr.com

HOUSE SPIRITS DISTILLERY FACT SHEET

OVERVIEW

In November 2015, House Spirits Distillery opened the doors to its new \$6 million distillery in Portland's Distillery Row, which serves as a much expanded version of the company's first distillery. The new distillery provides six times the distilling capacity and creates a much-expanded tasting room and visitor experience. In its new home, House Spirits Distillery is the largest distilling operation in the entire Pacific Northwest.

DISTILLERY SPECS

The new facility contains a variety of new distilling equipment, including:

- A new 3,000-gallon copper stainless whiskey still handcrafted by Vendome Copper & Brass Works in Louisville, KY -- now the largest operating still west of the Mississippi
- Four new 3,000-gallon whiskey wash fermenters
- A new 8,000-gallon holding tank
- A new grain silo that can accommodate up to 75,000 pounds of malted barley -- all of which will continue to be sourced locally from farmers within the Pacific Northwest

PRODUCTION

On a typical day, House Spirits Distillery will:

- Brew 3,000 gallons of whiskey wash
- Distill 3,000 gallons of whiskey wash
- Distill 600 gallons of low wines
- Fill 5-6 barrels of Westward American Single Malt Whiskey

WHAT WE'RE MAKING

In addition to producing the entire portfolio on-site (as the company has always done before), the new space will allow the Distillery to continue to experiment with different spirits, recipes, distillation methods, and aging techniques, which is something founder Christian Krogstad and his distilling team have earned a reputation for.



CHRISTIAN KROGSTAD
Founder and Master Distiller,
House Spirits Distillery



As founder and master distiller of independently owned and operated House Spirits Distillery, Christian Krogstad is one of the visionaries behind America's craft distilling resurgence.

Krogstad established House Spirits Distillery in 2004, bringing together his experience as a brewer and winemaker and tapping his passion for outstanding cocktails and food. House Spirits Distillery crafts all of its award-winning products exclusively in-house, in small batches, with an intense and passionate pursuit of perfection using ethically sourced ingredients. Today, the House Spirits portfolio includes Westward American Single Malt Whiskey, Volstead Vodka, Krogstad Aquavit, and the forthcoming rum release, Casa Magdalena.

Under Krogstad's direction, House Spirits Distillery has created a portfolio of spirits that celebrate contemporary cocktail culture, beginning with the creation of and eventual sale of its flagship brand, Aviation American Gin. In 2006, Krogstad collaborated with internationally acclaimed bartender Ryan Magarian to create Aviation American Gin, the pioneer of a new, more balanced expression of gin that is popular with a new generation of gin enthusiasts. Aviation American Gin is the first spirit in American history to result from such a distiller and bartender collaboration.

More recently, Krogstad has focused his efforts on expanding the House Spirits Distillery footprint with the creation of a brand new, \$6 million distillery on Distillery Row in Portland, which opened its doors to the public in November, 2015. In its new home, House Spirits Distillery is the largest distilling operation in the Pacific Northwest. The new facility, which increased the company's distilling capacity sixfold, allows House Spirits Distillery to focus on growing its newer innovations, including Westward American Single Malt Whiskey, a malted whiskey distilled from local grains and aged in new American Oak barrels that will launch nationally in summer, 2017.

Prior to founding House Spirits Distillery, Krogstad managed the Carlton Winemakers Studio, in Carlton, Ore., the country's first green-built cooperative winery that is made up of a network of independent small-batch winemakers. He also founded and managed Orchard Street Brewery in Bellingham, Wash., and later served as head brewer at McMenamins, the Pacific Northwest producer of Hammerhead Ale, Ruby, and Terminator Stout.

A native of Seattle, Krogstad attended Siebel Institute of Technology, America's oldest brewing school, in Chicago, Ill. He eventually settled in Portland, Ore., and he led the development of the city's famed Distillery Row.



A CELEBRATION OF THE AMERICAN PIONEER SPIRIT, INSPIRED
BY OREGON'S LEGENDARY CRAFT BREWING HERITAGE



OVERVIEW

WESTWARD AMERICAN SINGLE MALT WHISKEY is a grain to glass celebration of the American pioneer spirit, inspired by the best of the American craft beer and whiskey traditions. It is the culmination of Master Distiller Christian Krogstad's lifelong quest to produce a whiskey that embodies the spirit of the Pacific Northwest while drawing inspiration from Oregon's deeply-rooted brewing culture. Every drop of Westward American Single Malt Whiskey is brewed and distilled by House Spirits Distillery, in Portland, Oregon.

Westward is the whiskey expression of Oregon's brewing culture, distilled in Portland and then perfected by years of maturation at House Spirits' rack house in Clackamas.

FERMENTATION

WESTWARD AMERICAN SINGLE MALT WHISKEY is made from a wash of 100% Northwest two-row pale malted barley. Early on, the Westward whiskey washes were brewed in collaboration with iconic Portland breweries including Breakside, Alameda, and Rogue. Starting in November 2015, House Spirits has brewed every wash at its state-of-the-art distillery and brewhouse in Portland's Central Eastside District. Westward's team of gifted brewers and distillers embraces the American craft beer philosophy, fermenting at low temperatures for extended periods of time using ale yeast to produce spicy, bright and fruity notes.

DISTILLATION

WESTWARD AMERICAN SINGLE MALT WHISKEY is double pot-distilled, starting with a 3,000 gallon pot still that is one of the largest in the country and was handcrafted by Vendome Copper & Brassworks in Louisville, KY, and finishing in a 700 gallon custom pot still designed by House Spirits and built by a Canby, Oregon metalworks. The short, open heads ensure that both pot stills produce a distillate that is elegant, robust, and rich in congeners.

AGING

WESTWARD AMERICAN SINGLE MALT WHISKEY is aged to taste in new charred American oak barrels, allowing Oregon's dry, warm summers and wet, cool winters to perfect its rich, smooth flavor.



ASSET SAMPLES



Simple product photo



Styled product photo



Cocktail images

REACHING MEDIA EFFECTIVELY

Create an organized list of media targets.

- Research online – most journalists will list their contact info publicly; otherwise, services like Cision are available for a fee

Find an opportunity to engage with media – beyond your pitch.

- Read their content, and reach out to compliment or provide feedback
- If local, always try to meet in person

Organize your thoughts, and determine what it is you'd like to say.

- Are you merely making an intro, and offering help in the future?
- Do you have a new product to announce?
- Do you have a local news angle to push?

Communicate your thoughts and ideas in a succinct manner.

- Determine whether a press release is warranted, or draft an email pitch.
- Keep in mind: press releases should be straightforward and factual, not sensationalized

Follow-up to check in, but never demand coverage

- Given emails will often get lost in the shuffle, don't hesitate to follow up, but never demand coverage



SHARE YOUR SUCCESS

Promote your success via social media.

- Twitter & Facebook are the best tools to share coverage, as they are content-driven social networks (versus Instagram & Snapchat, which are visually-driven).
- Today, many reporters are paid per click, so the more you help promote their stories to your own networks, the happier they'll be.
- Be careful of tone – never sound too promotional; rather, be humble and grateful.

Merchandise your recent buzz with stakeholders.

- Organize recent coverage and share with key stakeholders – this can be an incredibly powerful sales tool.





Q&A



WORKING WITH THE MEDIA

How to Build Meaningful Relationships
to Grow Your Spirits Brands

MARCH 6, 2018