





ANNIVERSARY CAMPAIGN

Our artful creations grace the homes and hands of the world's elite. Our designs are known the world round, coveted for their beauty and significance. In ten years we have experienced spectacular growth – from prestigious national media coverage to serving clients in nearly every country in the world.

For all of our success as an awards designer and manufacturer, we must thank the clients. Our clients entrust us to bring art to life. It's a privilege we take very seriously. We never stop pushing boundaries of possibility, which is why we remain the industry leader in service, innovation and quality.

Here's to another shiny and artful decade.



ANNIVERSARY BOURBON

As part of our tenth business anniversary celebrations, we wanted to create a limited edition commemorative gift. Society Awards CEO David Moritz, as a passionate collector of fine whiskeys, began exploring ways to acquire a special bourbon whiskey to be branded under the Society Awards name.

Purchasing a barrel of whiskey is an incredibly difficult process, one that is not accessible to the general public. Working with our spirits industry connections and journalist John McCarthy we found an opportunity through Buffalo Trace Distillery to bottle and co-brand a barrel of our choosing from their Eagle Rare line.

Along with Master Distiller Harlen Wheatley, we selected a very special ten year aged barrel that we would bottle as our 10 Year Anniversary Bourbon. We created custom packaging, an extensive marketing campaign, and got coverage of the process in an article on Forbes.com. Our Anniversary Bourbon was gifted to a few strategic contacts and is a staple of our office whiskey library for visitors. The barrel is continuing its journey and is now in Mexico repurposed as a tequila barrel, which will become the second release in our series.

The bottles of this unique spirit provided an impressive promotional gift unlike anything else. Not only the presentation and story, but as well the rich flavor profile of the bourbon is inherently impressive.



BUFFALO TRACE DISTILLERY
066206

LOT NO. 05 K 22
BUFFALO TRACE
DISTILLERY
BT MASH #1
DSP-KY-113 RC 53 C
BOURBON WHISKEY
FILLED 11 22 05

27

BUFFALO TR
06

28

LOT NO. 05 K 22
BUFFALO TRACE
DISTILLERY
BT MASH #1
DSP-KY-113 RC 53 C
BOURBON WHISKEY
FILLED 11 22 05

50,117 views | Apr 4, 2017, 03:02pm

How To Buy A Barrel Of Bourbon



John McCarthy Contributor 
Food & Agriculture

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David Moritz (left) hard at work sampling barrels with Buffalo Trace Master Distiller, Harlen Wheatley. JOHN MCCARTHY

Anytime my bourbon-obsessed buddy, David Moritz, comes calling, it usually involves whiskey. On one particularly dreary day last year, he called about *a lot* of whiskey.



THE TRIP

CEO David Moritz recently travelled down to the Buffalo Trace Distillery in Franklin County, Kentucky to test some of their finest Bourbons.

Read about the trip in John McCarthy's new article on Forbes.

Special thanks to Spirits Expert John McCarthy and Master Distiller Harlen Wheatley, who acted as indispensable guides.

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THE ONLY LUXURY AWARDS BRAND

10
DESIGN & CUSTOM CREATIONS
SOCIETY AWARDS
10

2017
EAGLE RARE
SINGLE CASK

Kentucky Straight
Bourbon Whisky

40% ALC/VOL



PACKAGING COPY

Ten years ago, as we were laying the groundwork to change an industry, Master Distiller Harlen Wheatley was laying a new crop of bourbon barrels at the Eagle Rare Distillery 650 miles away in Franklin County Kentucky. A very precious one of those barrels, placed on the third floor of Warehouse K, would grow to become a special part of our 10 year anniversary.

Over the years bourbon has developed an aura of rough-riding masculinity, but the process is incredibly delicate and masterful. True bourbon is defined by three simple factors – American heritage, majority corn-content mash and charred new American Oak barrel aging. Yet within this wide-sweeping definition, the tiniest of changes can yield the most incredible results. The unique mash bill, the exact location of the barrel, fluctuations in temperature all produce very different characteristics. Most unknowable and most critical to a truly spectacular bourbon, however, is the barrel.

A bourbon's rich color and, more importantly, flavor are almost entirely the result of the unique barrel in which it is aged. Years spent resting in a barrel impart a range of unique natural flavors including vanilla, caramel, spice and cocoa. The most rare and illusive of barrels are responsible for the world's very best bourbon.

After a meticulous and exhaustive search, our CEO, David Moritz, and whiskey expert John McCarthy selected – from its perch on Rick 46 – the barrel of exquisite bourbon presented here. Bourbon is the true American spirit. We hope that this particularly rare luxury will find place in toasting your finest celebrations.

Cheers.



FRONT



RIGHT



LEFT



BACK



ANNIVERSARY CHOCOLATE

To mark a decade of success, we created our own chocolate bar “brand” as a gift to thank clients. Included in two randomly selected chocolate bars were the coveted golden tickets to attend The Voice Finale or MTV Movie & TV Awards. Those who did not win a golden ticket were comforted with the bespoke chocolate bar – formed in a custom branded mold and filled with edible gold leaf.

To match the decadence of the 10 Year chocolate bar, we designed the luxurious packaging. Metallic soft-touch paper gives the printed elements a luminous effect while increasing the in-hand appeal. The gold elements of the packaging – text, marble veins, award accents – are made especially effective as a result of this material. The marble pattern on the front and sides hints at the rich, swirling appeal of chocolate and yet is a more literal nod to the marble used in awards manufacturing.

Our custom anniversary logo appears on the front and back of the package embossed with gold foil. The back of the package includes an artful image of a Society Awards Limited Edition trophy – a particularly luxurious award released as well in celebration of the 10 Year Anniversary. All of these elements come together to result in a luxury chocolate bar that looks retail ready – it even has the requisite nutrition facts.

The deeply meaningful, hand-selected gift resonated. The 10 Year Chocolate bar proved itself as a great touch point and reminder to clients of our commitment to luxury service.



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Society Awards celebr

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inspiring envy

growth, ho

Pure, p

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THE ONLY LUXURY AWARDS BRAND



Single Origin
67% Cacao
Madagascar Dark Chocolate

All natural
Non GMO

PACKAGING COPY

Cheers to another decade of decadent style.

Society Awards Celebrates its 10th Anniversary as the World's Only Luxury Awards Company.

Our experience has spanned the most prestigious names in entertainment, fashion, business and technology. Our luxurious creations have ventured across the globe, marking success and inspiring envy at every turn. Through the spectacular growth, however, we have never wavered from our superior style, quality and service.

Pure, rich and alluring – this cocoa is the essence of Society Awards. Off the southeast coast of Africa lies an island trove of spices and fragrance known as Madagascar. Among the treasures of this island nation, a distinct and bold cocoa with notes of tobacco, raspberry and bilberry.



KEEP AN EYE OUT FOR
THE GOLDEN TICKETS!

