



## Whiskey Grams: Sweetening Tasting Room Sales



# The Task:



Drive tasting room sales while raising awareness for State 38's newly rebranded whiskeys.







# The Idea: Whiskey Grams

A riff off the old school Candy Grams we partnered up client State 38 Distilling with a local cupcake shop, Gold Mine Cupcakes, and gave consumers the opportunity to purchase a whiskey of their choice paired with two cupcakes of their choice.

Covid-safe, the orders were placed on State 38's website and the buyer had an option to include a love message for the recipient and select whether or not they'd like to remain anonymous.

The recipient was notified the week of Valentine's Day about the gift and came by the distillery to pick up their Whiskey Gram and enjoy a free tasting. Go Social handled the website, PR and social promotion and coordinated influencer visits.





# The Results

Despite a pandemic, State 38 had its **best tasting room sales in the seven years** since it has opened. The distillery saw a *30 percent increase in overall sales* thanks to the Whiskey Grams and the pull-through business that occurred when people stopped by to pick up their Whiskey Gram - both cocktail and additional bottle sales. Some couples came to pick-up the bottle together and made an evening of it at the tasting room.

We received coverage in Colorado outlets (including *Denver Business Journal*, *303 Magazine*, *5280 Magazine* and *Westword*) and thousands of social media impressions from influencers.

**Plus influencers**



<https://drive.google.com/file/d/1HQsWWts7VID4M4LxRoQsPevHnyoJnbWd/view?usp=sharing>

# DENVER BUSINESS JOURNAL



WhiskeyGrams from State 38 Distilling and Gold Mine Cupcakes. Photo courtesy of State 38 Distilling

## State 38 Distillery & Gold Mine Cupcakes

Golden's State 38 Distillery has partnered up with Gold Mine Cupcakes to offer **Whiskey Grams**, which is a genius combination of a bottle of whiskey, two cupcakes, and a love note. Gifts can choose from State 38 peat-smoked, Colorado bourbon, rye, or wheat whiskies and chocolate cherry, double chocolate, or Turtle Delight cupcakes. The lucky recipient will receive a message to come by the distillery to pick up their package and will also receive a complimentary tasting of any State 38 product while they're there.

*Starting at \$46, order online for pickup February 11-13; 400 Corporate Cir., Suite B, Golden*



Westword

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## State 38 Rolls Out New Whiskey Lineup in Curvy New Bottles

LINNEA COVINGTON | JANUARY 29, 2021 | 10:59AM



New bottles and whiskey varieties from State 38 Distilling. / **State 38 Distilling**

5280  
MAGAZINE



Gold Mine Cupcakes of Golden is teaming with State 38 Distilling to offer "WhiskeyGrams," a bottle of whiskey (peat-smoked, Colorado bourbon, rye or wheat) paired with two cupcakes (chocolate cherry, double chocolate or turtle delight flavors) and a love note. Customers can order through State 38 and pick up the package at the distillery, at 400 Corporate Circle in Golden, between Thursday and Saturday.





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State 38 Distilling



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If you're still on the hunt for a Valentine's Day gift, I've got you covered! State 38 Distilling in Golden brought back WhiskeyGram's, which was a HUGE hit with my fiancé last year👍



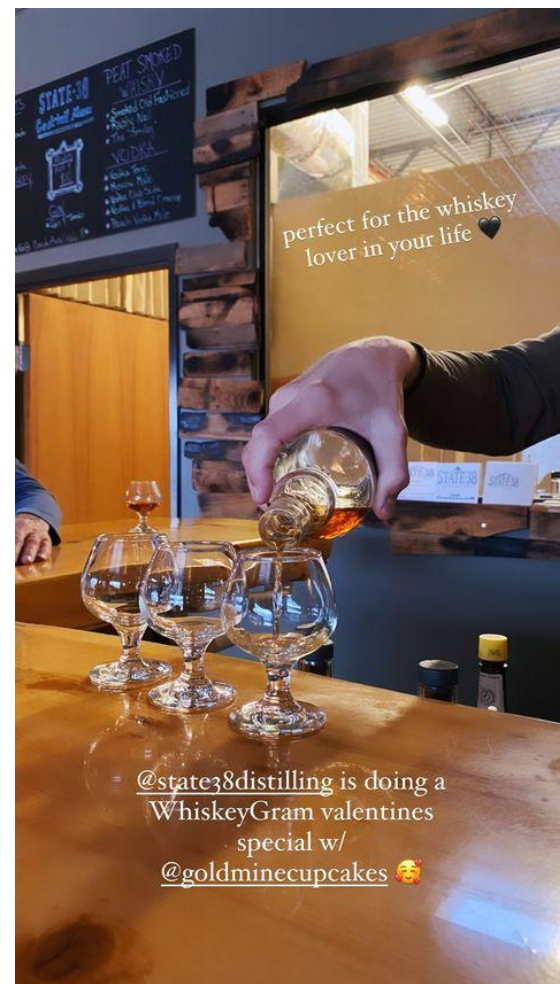
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= @state38distilling is doing a WhiskeyGram valentines special w/ @goldminecupcakes 🥰

*Thank You*

-The Go Social Team



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