

REMINGTON REVIVAL WHISKEY



Integrated
Marketing Campaign

Remington Family Distillers

Introduction

You know how it is when your friends tell you over and over that something you make is so good you should sell it?

That's pretty much us.

Founded in Austin, Texas in 2014 by cousins Peter Knight Remington and Mark Remington Koelsch, Remington Family Distillers with a passion for superior quality spirits, such as Caffè Del Fuego, Remington Vodka (launched in February 2020) and most recently **Remington Revival Whiskey 2021**.

Launching any product is a mighty feat. Add global pandemic, flooded market and being a small craft spirits distillery would make any person run the other way. Years experience enabled our Master Distillers and our integrated Marketing Campaigns to pivot, shuffle and navigate the ever changing tides, producing a refined whiskey for every palate, including women.



Like whiskey everywhere, Texas whiskey community is growing rapidly year by year. And while Texas distillers have deference for the whiskey makers that preceded them in Kentucky and other regions, they're looking to define themselves as a state.

Trying to break into the state, you need quality, money, effort, blood, sweat and tears.



Texas Whiskey Growth

The Lone Star State now has over a hundred whiskey distilleries. Increasing daily.



Dripping Springs

Dripping Springs Texas is home of over 11 national and local whiskey distilleries, including Treay Oak, Garrison Brothers.



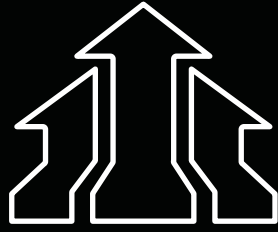
Industry Challenges

Similar to the Fortune 500 Spirits companies, the COVID pandemic directly impacted the smaller craft distillers. Climbing our Everest.

Remington Family Distillers joined the WSWA Access to help mold the industry and learn growth beyond Texas.
<https://www.wswa.org/access>



**ARTISTIC PASSION,
CAPTURING
THE PERFECT MIX**



Setting the Stage for Success:

Product Name, History and Lessons Learned



A Product Background

While Texas is well known for famously hot and often has dramatic temperature fluctuations in summer, It's a great state to mature Whiskey. Rapid mature it in fact!

Remington Family Distiller's rapid maturation process differs in which the heating/cooling is in a control environment and monitored by our Master Blender. Aged in American Oak Barrels, we utilize a unique flavorful rapid maturation process, drawing out the wood's deepest flavor profiles before proofing down the barrel to enrich the final taste of the whiskey.

B Product Naming and Heritage

Remington Family history goes back to Vermont 1700. Zadock Remington owned one of the first taverns before the Whiskey Rebellion in 1794.

The Remington Family passed along the rich American history along with the family's love for whiskey. In determining the product name, the whiskey spoke to the family American History, History of Whiskey making.. The Revival of Whiskey. In America. In Texas. Remington Family Distillers.

Remington Revival's quintessential essence provides rich, balances and refined tasting notes.

C Product Launch Lessons Learned to Craft Marketing Evolution

Lessons learned from Caffe Del Fuego and Remington Vodka:

- Product testing and feedback is essential
- Social Media presence takes time
- Quality over quantity of posts and distribution
- Utilizing networks and industry events
- Product Awareness is key for on/off premise sales.

Integrated Strategy

New Product. New Tasting Room, New Year. New challenges in distribution as bottles, labels, boxes and shipping were impacted by COVID and overseas shipping.

Remington Family Distillers knew from previous product launches an Integrated Marketing Strategy was key to successful distribution despite the logistical impediments. Other impediments - budget, personnel and limited sales staff.

Social Media. Product Tastings, Events. Remington Family Distillers has a proven methodology to increase sales via non-profit donation and support. Remington Family Distillers combined cross channel marketing bouncing between the socials, online presence, radio presence and donor support to craft a solid and cohesive experience.



Time to Market

The skillset to launch a new spirit is not easy in January as the big year end push is over. Though, offers a few early birds to get a jump on awards and summer sales



Product Tasting

Utilizing the Remington Family Distillers' Tasting Room, we refined the whiskey based upon customer feedback. We asked for taste and label comments.



Integrated Marketing

Promoting Remington Revival Whiskey via multiple channels, platforms and types of media increased the brand awareness and created interest.



Company Challenges

Remington Family Distillers is a small company. Very Small. Managing four products on tight, limited budgets. Social Media budget -- 300 dollars a month. One Field Sales Representative. A Graphic Designer for Label Design. A multi-facted CMO to handle bottling, marketing, photography and networking. Master Distiller set the bar high to construct high standards, premium taste and strong influential marketing components.



Distributor and Partner Relationships

Remington Family Distillers is limited to distribution in Texas.

With successful launches of Caffe Del Fuego and Remington Vodka, many statewide and national Off Premise Retailers picked up the product, such as Total Wine and More.



Building Market Presence: Social Media

Social Media is a vital element in the success customer expansion and brand strategy. Building awareness and popularity is key to foot traffic to stores and bars. Tagging strategies, targeted audiences, demographics and paid promotions enabled Remington Revival Whiskey to roar out of the starting gates within the first few months.

Through hashtag and audience identification, Remington Revival Whiskey gained fans easily with ambassadors such as Mier Kitchen, Big Thirst Marketing, ATXFitFoodie and Gabrielle Pharms Barr (writer and Texas Whiskey Festival Judge).

Early adoption to a new brand, new distribution during a time store tastings were not available through out the state is quite a feat. At one particular liquor store in the Dallas area, Remington Revival Whiskey sold out the first day. How? Social Media Promotion. The Instagram and Facebook account drove consumers to bars and hotels. Direct impact was noted through out San Antonio. Instant ROI for weary accounts.

Coordinated Print and Online Presence

Local print media houses were also utilized to “spread the word” through print, online ads, Sponsored Event Marketing and rotating magazine ads. The integrated print and online campaigns implemented include:

- Austin Business Journal (print and media)
- Women Biz Mentoring Featured Guest/sponsor
- East Side Magazine (half page ads and online)
- Dripping Springs Visitor’s Guide (one page)

Remington Revival Whiskey gained over **30K impressions per post** via East Side Magazine and Austin Business Journal Banner Ads (10 day run).

Yelp and Google SMB were also instrumental in gathering traction to the launch of Remington Revival Whiskey along with the Tasting Room.

Special Pac Man edition Labels created much draw and 38K Monthly search and map impressions for Google.



+40K IMPRESSIONS SINGLE POST

Daily reach is between 17-20K Impressions Following for Remington Revival Whiskey is where the other Remington Family Distillers products were after 2 plus years. Media Adoption and awareness has been key in expanding the social media base.

Brand Awareness

REMINGTON FAMILY DISTILLERS

In addition to area wide product launch, print media, social media, Remington Family Distillers were presented with a unique opportunity with the Dripping Springs Visitor's Bureau to be highlighted in the Spring/Summer Visitor's Guide as the Featured Distillery. We received a full page for four months. The Dripping Springs Visitor's Bureau also hosts a website/app called Destination Dripping Springs, which receives over 20K hits a week, which is a free offering for startups. Destination Dripping Springs also was hit hard by the pandemic and consolidated several city wide events into a month passport trail for the distilleries, breweries and wineries in the area. In years past, the costs was 75-150 dollars. In May/June, the **Dripping Springs Dripping With Taste passport** was 25 dollars, highlighting again Remington Revival Whiskey.



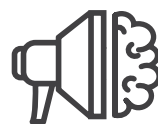
Opportunity to get in front of local and visiting consumers leading to tasting and buying. A Sales Dream as it granted a small distillery record breaking Sales.

This marketing effort and general community support during this opportunity didn't just lead to theoretical brand awareness.

"Theoretical" in the sense that half the point of product marketing is to build brand awareness, educate new customers and retain existing ones. Many brands stop there when it comes to measurable ROI.

The Dripping With Taste opportunity enabled Remington Family to tie that directly back to Customer A with money in hand, providing an easy way to track customer acquisition, and thus calculate customer acquisition cost.

True roundtrip marketing effort and ROI.



Event Info

Sip wines from a selection of boutique local wineries. Taste craft cocktails from small batch distillers. Enjoy local beer from award-winning Dripping Springs and Driftwood craft brewer



Media Offered

Visitors were able to see the DWT Trail Map online and via the Destination Dripping App (Apple and Android). Visitors came from Las Vegas, Maine, Florida and Mexico.



Participating Venue

- ▣ Dripping Springs may be home to some of the region's most recognizable alcohol brands, yet at the same time offers some of the smallest "craft" brewers, vintners and distillers in Texas.
- ▣ <https://www.destinationdrippingssprings.com/p/events/>
- ▣ Social Media posts and stories
- ▣ Over 100K impressions the first week.
- ▣ Online listing and map provided
- ▣ Shared content across the city and distilleries.

Partnerships

Giving back to the industry and our community are key core values for Remington Family Distillers. In order to best uphold the company values, each product defines it's community, it's impact. Remington Revival Whiskey exhibits these qualities as well. In it's inaugural year, Remington Revival made a niche' giving back to CASA (Court Appointed Special Advocates) Austin through donation and sponsorships to help children overcome legal and personal obstacles. Remington Revival also supported the music industry through monthly performances in conjunction with Austin Monthly, Texas Music Magazine and San Antonio Magazine to build awareness and contribute back to the community.

Other areas in which Remington Revival made a name for itself:

- Epielspy Foundation of San Antonio (in honor of of Founder)
- Junior League of Austin - Austin Entertains provided scholarship to female chefs - (In honor of our CMO)
- Mack Jack and McConaughey donation to help CureDuchenne, Dell Children's Medical Center, HeartGift, just keep livin Foundation and The Rise School of Austin.
- National Charity League
- Dripping Springs 100 Club
- Special Event with Backyard on Broadway to donate back to bartender guilds, struggles and end sexual harassment in bars.

Radio Partnerships

Remington Revival Whiskey participated with Sun Radio for promotions during Memorial Day weekend to help support Fuego Fest in affiliation with Twisted X Brewery.

Remington Revival Whiskey was also a founding sponsor of the Jazz Eclectic Radio Show through KUNV 91.5FM, A monthly discussion of Jazz, Cocktails and Luxuries. Broadcast across the world and two in person events; Las Vegas and San Antonio.

Host are Grammy Award Winning Artists Bijon Watson and Niles Thomas.

Special Events And Awards

You can't thoroughly launch a product without Awards! Tried and true way to receive industry feedback by peers and others. Fresh out of the barrel, Remington Family Distillers submitted Remington Revival the the Texas Whiskey Festival held each April. Remington Revival received a Silver Award for "other/blended" whiskeys. Remington Revival was shared with over 600 new fans and we gained a local area chain in San Antonio for distribution.

<https://txwhiskeyfest.com/texas-whiskey-awards/>

SA Current held Whiskey Business, In person. San Antonio's premier whiskey tasting event, hosted at the legendary riverfront Witte Museum. Also a non-profit fundraiser.

<https://sawhiskeybusiness.com/>

Remington Revival was honored with best cocktail during the event,

