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Hanna Lee Communications’ John Barleycorn Awards Application for Fever-Tree USA

Situation: Launching Fever-Tree USA and Its New Expressions

Hanna Lee Communications, Inc. was approached by Fever-Tree, the UK company that pioneered the premiumization of the tonic and mixer category, to help launch its first subsidiary, Fever-Tree USA, its new expressions and support the company’s branded promotions and activations. Fever-Tree sets itself apart by procuring the world’s finest ingredients from natural sources, including quinine from the Democratic Republic of Congo, ginger from Ivory Coast, India and Nigeria, and lemons from Sicily.

Objectives:

- Successfully launch Fever-Tree USA
- Create a series of product launches to promote its new expressions:
 - Fever-Tree Aromatic Tonic
 - Fever-Tree Citrus Tonic, a unique collaboration with Patrón Tequila
 - Fever-Tree Spiced Orange Ginger Ale
 - Fever-Tree Smoky Ginger Ale
 - Fever-Tree Refreshingly Light Ginger Ale
 - Fever-Tree Refreshingly Light Cucumber Tonic
- Promote Fever-Tree branded events at key spirits and cocktail industry events, including Bar Convent Brooklyn and Tales of the Cocktail, a Bartender in Residence series with PUNCH, as well a year-long partnership called the “Fever-Tree Porch at Bryant Park”

A Multi-Faceted Integrated Marketing Campaign:

Our campaign began by launching Fever-Tree USA. Our focus was North American CEO Charles Gibb, a veteran of the spirits industry who single-handedly curated a team of 30 strong to handle importation, warehousing, distribution, marketing, sales and direct customer relationships.

New Product Launches:

- The agency wrote announcement press releases and undertook extensive followup with the media to promote:
 - **Fever-Tree Aromatic Tonic** - A unique tonic made with angostura bark, whose pink color is perfectly aligned with the Pink Gin, rosé all day and Pink G&T trends
 - **Fever-Tree Citrus Tonic** - A bespoke tonic created to complement Patrón Tequila and offer an easy at-home approach beyond the Margarita
 - **Fever-Tree Spiced Orange Ginger Ale** - The expression layers in cold-pressed South African clementines and steam-distilled Sri Lankan cinnamon
 - **Fever-Tree Smoky Ginger Ale** - Adds smoked applewood and subtle citrus to the signature ginger blend
 - **Fever-Tree Refreshingly Light Ginger Ale** - A lower-calorie version of the classic with less sugar and no artificial sweeteners
 - **Fever-Tree Refreshingly Light Cucumber Tonic** - An expression that perfectly captures the essence of summer and complements spirits like gin, vodka, tequila, aperitifs

Promotion and Activation Support:

- The agency wrote announcement press releases and arranged on-site support to support Fever-Tree branded events and activations:
 - **Bar Convent Brooklyn**
 - Brought media members to branded booth at the conference
 - Publicized Bartender in Residence series event with PUNCH featuring Lauren Corriveau (Nitecap), Jelani Johnson, (Clover Club), Orlando Franklin McCray (Blind Barber) and Sarah Morrissey (White Horse Tavern)
 - **Tales of the Cocktail in New Orleans**
 - Created and orchestrated special event at Jewel of the South showcasing Fever-Tree cocktails by Dave Arnold (Existing Conditions), Erick Castro (Raised by Wolves) and Chris Hannah (Jewel of the South)
 - Promoted “Let’s Get Fizzical” event together with Bombay Sapphire Gin at the New Orleans Athletic Club featuring top bar talent: Alex Jump (Death & Co), Carley Gaskin (Hospitality 201), Christine Wiseman (Broken Shaker) and Jelani Johnson (Clover Club)
 - **Fever-Tree Pop-Up in Chicago**
 - Promoted and provided on-site support for a key activation in Chicago’s historic Union Station featuring Fever-Tree cocktails created and served by bartenders from Kumiko, Lost Lake and Cindy’s Rooftop

- **“Fever-Tree Porch at Bryant Park”**
 - Now launching a year-long partnership with Bryant Park in the heart of Midtown Manhattan called the “Fever-Tree Porch at Bryant Park”
 - This outdoor restaurant and bar will serve Fever-Tree cocktails and light fare throughout the entire year, with 12 million visitors to the park
- **Bartender in Residence Events**
 - Through the year, the agency publicized Bartender in Residence events sponsored by PUNCH at Nitecap, The George Washington Bar, Ghost Donkey and Broken Shaker

Media Relations:

Leveraging the media’s spotlight was critical in telling the stories of Fever-Tree USA’s launch, the debut of key new expressions, as well for publicize Fever-Tree’s events and activations across the U.S..

As a result of Hanna Lee Communications’ focused media relations campaign, the company, its new products and activations have been celebrated in stories in 131 gatekeeping media outlets that together generated 738 million media impressions.

They include: *Robb Report, Town & Country, Us Weekly, Vogue, Oprah Magazine, Sports Illustrated, Men’s Journal, Parade, The Washington Post, Forbes, Fortune, Bloomberg, The Boston Globe, Martha Stewart, New York Post’s Alexa, Fox News Radio, The Chicago Tribune, Entrepreneur, Eater Chicago, Time Out Chicago, Eater Miami, Women’s Health, Chilled Magazine, Chowhound, VinePair, Bevvvy, The Zoe Report, amNew York, Market Watch, Grub Street, PUNCH, The Manual, InsideHook, Imbibe Magazine, Cheers!, Beverage Dynamics, Honest Cooking, SevenFifty Daily, PureWow, Bartender at Large* and more

Results:

- Successfully launched the Fever-Tree USA subsidiary and promoted its new expressions and branded events in 131 articles in top-tier media generating 738 million impressions
- The agency helped to cement Fever-Tree as the choice mixer among both top craft bartenders and the discerning tipping public

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