

TASTE

QUALITY & CRAFT STORY

SEED/  
GROWTH  
MARKETS



STAR/  
BASTION  
MARKETS

BUILD  
*Advocacy*

STRENGTHEN  
*Loyalty*

EVENTS



BLOCK PARTY  
THE CAPITOL HILL



TARGET



REGULAR  
BARTENDERS

REGULAR  
BARTENDERS

DUDES/  
ORIGINALS

DUDES/  
ORIGINALS

INSPIRE & EXCITE BARTENDERS

DEVELOP COMMUNITY

CELEBRATE &  
REWARD  
BARTENDERS

FOSTER &  
CONNECT  
COMMUNITY

EMPOWER &  
REWARD  
INFLUENTIAL  
BARTENDERS

ENGAGE  
COMMUNITY

EARNED MEDIA



JAMESON  
IRISH WHISKEY

JAMESON  
IRISH WHISKEY