

EDIBLE'S SEASONAL COCKTAIL CONTEST



Bartenders will create two drinks—one classic, one modern—utilizing the host spirit and local, seasonal, sustainable ingredients. Fans will rate the cocktails via both physical and digital platforms with the opportunity to win prizes from *Edible* and you.

The highest-voted cocktails will compete in a live final round event in front of celebrity judges. The winning bartender will receive prizes and their cocktails will be featured in *Edible's* print and digital platforms.



AUDIENCE

This campaign will have a strong appeal to New York's top bartenders and most influential drinkers.



EDIBLE'S

SEASONAL
COCKTAIL
CONTEST



CAMPAIGN COMPONENTS

- Participation by 20-200 of New York's most creative bartenders at the city's best bars!
- Promotional materials including drink list inclusion at all participating bars.
- Print ads in all *Edible* magazine issues before during and after the campaign resulting in 1.2M impressions.
- Digital outreach via E-blast, banners and social media reaching 2M subscribers and followers.
- Work closely with wholesaler sales team.

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CAMPAIGN PRICING

This campaign can be tailored to include any number of bars and regions.

**Contest activation at 20-30
Bars in NYC**

- Drink list inclusion at all bars.
- Custom contest website and social media voting platform
- Full page print ads in 2 issues of *Edible Manhattan* and *Edible Brooklyn*
- E-blast and banner ads and social media promotions before, during and after.

COST-- \$60k

**Contest activation at 100
Bars in NYC and LI**

- Drink list inclusion at all bars.
- Custom contest website and social media voting platform
- Full page print ads in 2 issues of *Edible Manhattan*, *Edible Brooklyn*, *Edible LI* and *Edible East End*
- E-blast and banner ads and social media promotions before, during and after.

COST-- \$100k

**Contest activation at 200
Bars in NYC and LI**

- Drink list inclusion at all bars.
- Custom contest website and social media voting platform
- Full page print ads in 4 issues of *Edible Manhattan*, *Edible Brooklyn*, *Edible LI* and *Edible East End*
- E-blast and banner ads and social media promotions before, during and after.

COST-- \$150k