

EDIBLE MANHATTAN'S



BESPOKE  
EVENTS

CAMPAIGN



Completely customized activations tailored to host spirits goals. These events capitalize on *Edible's* credibility and influential audience. Options include on and off premise tasting series; private VIP food and drink tastings; tours of NY distilleries; panel discussions with NY distillers; travel components; online contests and videos.



EDIBLE MANHATTAN'S



**BESPOKE  
EVENTS**

CAMPAIGN

## CAMPAIGN COMPONENTS

- Unique events at unusual locations for influential attendees.
- Event attendees will range from 100 to 300 people.
- 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.





EDIBLE'S



**DRINK  
& DONATE**

CAMPAIGN



This mission driven campaign will align your brand with a select group of bars, restaurants and retailers to donate \$1 per drink or bottle purchased to a food charity like SOS No Kid Left Hungry, City Harvest or Greenmarket.



### AUDIENCE

This campaign will have a strong appeal to influencers—bartenders and others in the food and drink industry—who care about food issues.



EDIBLE'S



**DRINK  
& DONATE**

CAMPAIGN

## CAMPAIGN COMPONENTS

- Activation at 50–250 bars, restaurants and retailers in metro-New York.
- Drink List inclusion at all participating bars.
- Design and distribute materials to bartenders and retailers (table tents; coasters; shelf talkers; etc.)
- Print ads in all Edible magazine issues before during and after the campaign.
- E-blast and banner ads and social media promotions before, during and after.
- Work closely with wholesaler sales team.





EDIBLE'S



**DRINK  
& DONATE**

CAMPAIGN

## CAMPAIGN PRICING

This campaign can be tailored to include any number of retailers and restaurant/bar partners.

### **D&D Program at 20-30 Locations in NYC**

- Organization and coordination of charity and partner locations.
- Custom web page detailing specifics of each locations' drinks and charitable component.
- Full page print ads in 2 issues of *Edible Manhattan* and *Edible Brooklyn*
- E-blast and banner ads and social media promotions.

**COST-- \$60k**

### **D&D Program at 50-60 Locations in NYC and LI**

- Organization and coordination of charity and partner locations.
- Custom web page detailing specifics of each locations' drinks and charitable component.
- 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.

**COST-- \$80k**

### **D&D Program at 90-100 Locations in NYC and LI**

- Organization and coordination of charity and partner locations.
- Custom web page detailing specifics of each locations' drinks and charitable component.
- 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.

**COST-- \$110k**

# 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

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SEASONAL  
COCKTAIL  
CONTEST



## CAMPAIGN COMPONENTS

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- 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.



EDIBLE'S

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SEASONAL  
COCKTAIL  
CONTEST

## CAMPAIGN PRICING

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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**



*edible's*



**IN THE**  
NEIGHBORHOOD

CAMPAIGN



This campaign is designed to show consumers where they can buy a bottle or enjoy or a cocktail made with your spirit in their neighborhood.

Comprised of tasting events at retailers, this activation will showcase curated cocktails paired with dishes from nearby restaurants.

A great way to localize your brand!



*edible's*



**IN THE**  
NEIGHBORHOOD

CAMPAIGN

## CAMPAIGN DELIVERABLES

- Promotional materials including drink list inclusion at 20-300 partner restaurants and retailers.
- 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.



*edible's*



**IN THE**  
**NEIGHBORHOOD**

**CAMPAIGN**

## **CAMPAIGN PRICING**

**This campaign can be tailored to include any number of retailers and restaurant/bar partners.**

### **Sampling at 20-30 Retailers in NYC**

- Organization and coordination of retailers and on-premise locations.
- Full page print ads in 2 issues of *Edible Manhattan* and *Edible Brooklyn*
- E-blast and banner ads and social media promotions.
- Custom web page detailing specifics of each locations' offerings.

**COST-- \$60k**

### **Sampling at 50-60 Retailers in NYC and LI**

- Organization and coordination of retailers and on-premise locations.
- 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.
- Custom web page detailing specifics of each locations' offerings.

**COST-- \$80k**

### **Sampling at 90-100 Retailers in NYC and LI**

- Organization and coordination of retailers and on-premise locations.
- 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.
- Custom web page detailing specifics of each locations' offerings.

**COST-- \$110k**