

— Est • 2012 —

**HOXTON**

**SPIRITS LONDON**

**- BRAND DECK & PARTNERSHIP PLAN -**

PLACEMENT  
OF  
CUSTOMER  
LOGO

— PURPOSE OF THIS DOCUMENT —

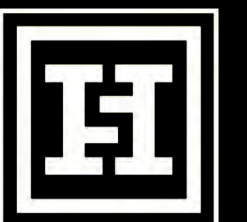
**SALES DECK:**

COMPELLING REASONS TO BELIEVE; WHY YOU SHOULD STOCK HOXTON  
DRIVEN BY MEETING CATEGORY GROWTH AND CONSUMER NEEDS.

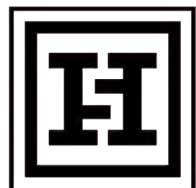
**DEAL EVALUATOR:**

PARTNERSHIP PLAN DEAL & CALCULATOR

DOCUSIGN

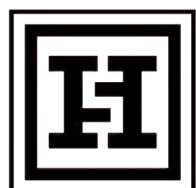


# STOCK HOXTON SPIRITS TO INCREASE YOUR QUALITY OFFERING OF PREMIUM FLAVOURED SPIRITS, REVENUE & PROFIT.



# **BE PART OF THE PREMIUM FLAVOURED SPIRITS CATEGORY GROWTH!**

- 1. Category growth, naturally flavoured spirits.**
- 2. Super-premium, High quality intrinsic, 100% natural hand selected ingredients by Gerry Calabrese.**
- 3. Well resourced, global investment group.**
- 4. Deep understanding of our consumer and their drinking occasion.**
- 5. Hoxton born, unique brand provenance.**
- 6. High level support and outlet partnership packages.**
- 6. A proud and active brand community of influencers, celebrities and musicians.**
- 8. Speed of service & empowering bar tenders, one mixer away from the perfect serve.**



# BORN IN HOXTON

**BUZZING LIBERAL SCENE.**

**A CULTURAL MELTING POT.**

**VIBRANT HISTORY OF HOXTON.**

**AN UNDENIABLE ARTISTIC FLAIR.**

**INFAMOUSLY KNOWN FOR UNFORGETTABLE NIGHTS OUT.**

**GERRY CALABRESE'S LIFE AND LEGACY IN HOXTON.**



# HOXTON EAST LONDON



# ABOUT HOXTON SPIRITS

- Founded in 2012 by the East London drinks & nightlife entrepreneur Gerry Calabrese.
- Our spirits are crafted with quality and speed of service in mind, empowering you to be the master bartender with every drink.
- The strength of our natural fruit & botanical focused products means you are only ever one mixer away from a perfect cocktail.
- Our commitment to quality and real fruit maceration means that we are not sacrificing quality and flavour for convenience.
- Our vision is a lifestyle brand that reflects the spirit of East London's energy, creativity, culture and deliver it to the world. We're committed to connecting with our customers.
- As we continue to grow, we aspire to be a positive influence in the world and give back to our local community.



# BRAND PILLARS

## HEDONISM

—

HARDWORKING, BUSY  
PEOPLE WANTING THE  
FULL EXPERIENCE

## VIBRANCY

—

NOT TAKING OUR BRAND  
AND LIFE TOO SERIOUSLY

## FLAVOUR FORWARD

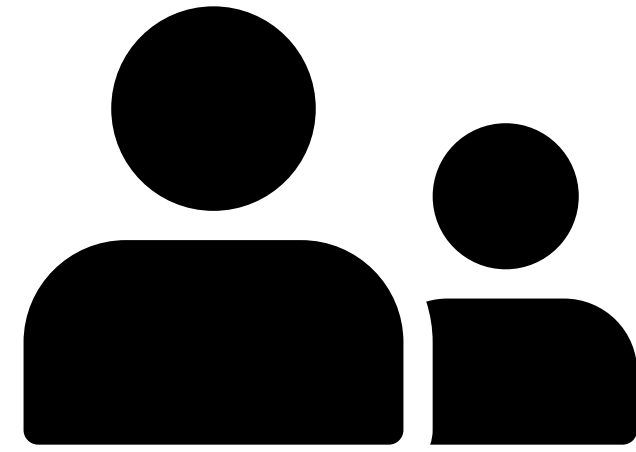
—

NATURAL PLEASURES,  
**100% NATURAL QUALITY**  
INGREDIENTS



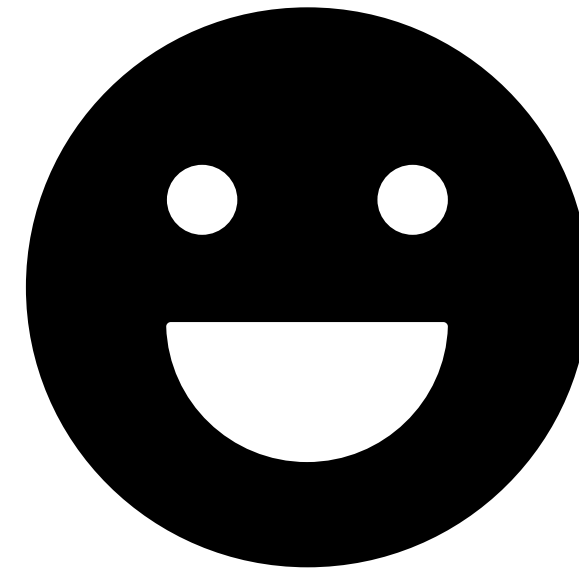


# CONSUMER & CATEGORY INSIGHTS



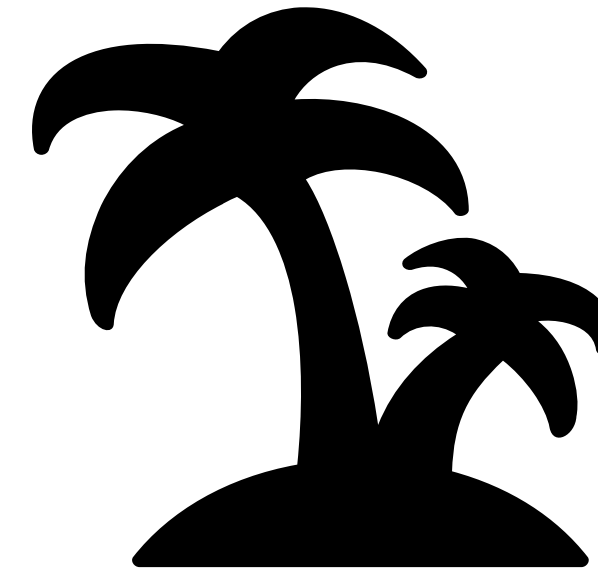
## POWER TO THE PEOPLE

Consumers aren't just calling out inauthentic brands, they are rebelling against them if they do not align with their morals.



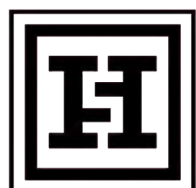
## EXPERIENCE IT ALL

Consumers are seeking out moments of joy and optimism through experiences and activities.



## TIMEOUT, REWARDED

In light of everyday stresses, consumers are seeking out calm and solitude.



# TARGETED DATA TO UNDERSTAND THE HOXTON SPIRITS CONSUMER

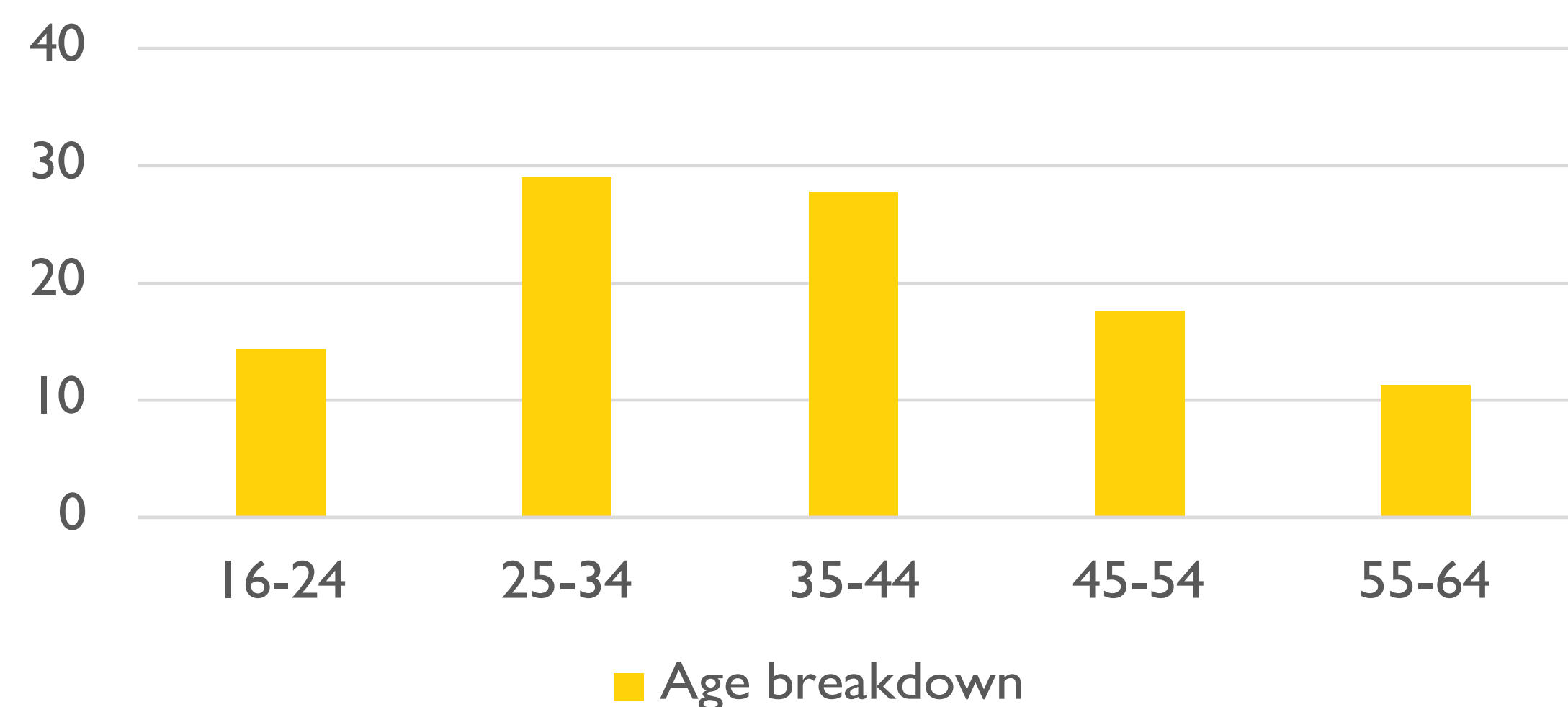
## AUDIENCE PROFILE



- Target age 25 – 44, slight male bias
- Drink alcohol monthly or more often
- Affluent, as judged by income
- Self identify as:
  - Confident
  - Creative
  - Open-minded
  - Social/outgoing
  - Desire for total drinking experience and escapism
  - International, Well travelled
  - Sense of self, fashion-conscious

### GLOBAL AUDIENCE SAMPLE SIZE:

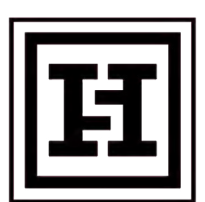
229.8K respondents, representing approx. 836.9M real-world people and accounts for 31.9% of the population.



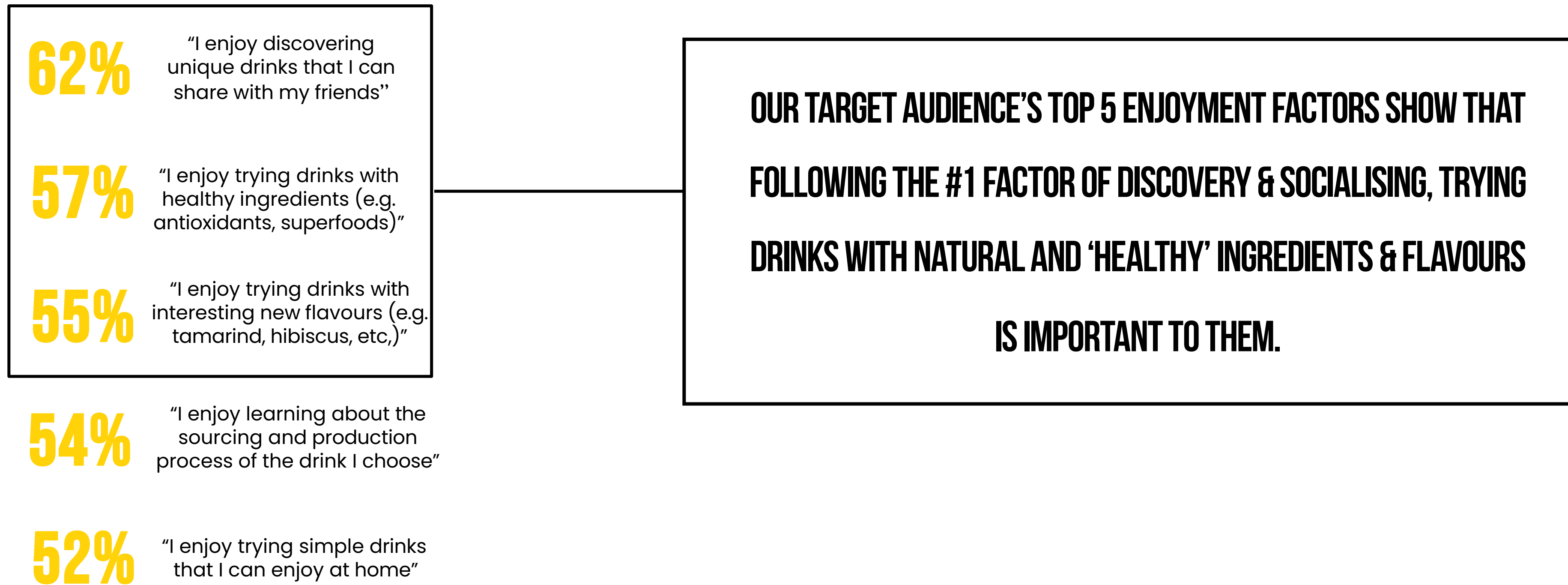
**57 / 43**  
**M F**

**#1**

Self-description is:  
**"I believe all people should have equal rights"**



# OUR CONSUMER IS LOOKING FOR NATURAL FLAVOURS AS WELL AS THE SOCIAL MOMENT



SOURCE: GLOBAL WEB INDEX ALCOHOL. AUDIENCE: AFFLUENT CONSUMERS WHO DRINK ALCOHOL MONTHLY OR MORE OFTEN, WHO SELF IDENTIFY AS CONFIDENT, CREATIVE, OPEN-MINDED OR SOCIAL/OUTGOING. MARKETS: USA, UK, FRANCE, GERMANY, CHINA, JAPAN.



# SPRITZ COCKTAILS

Aperol Spritz, from the 19th most consumed cocktail to the 6th Gin Spritz proved to be the 9th most consumed. 5% of consumers would drink a spritz cocktail when moderating their alcohol intake.

# FLAVOURED SPIRITS

Have gained +5.4% of spirits volume share. As consumers look for exciting flavours to feature in their cocktails. Spiced rums leading the charge gaining +10.9% of rum volumes, New launches including notes of coconut and pineapple.





**#1 SPIRITS CATEGORY GROWTH AND PURCHASE  
DECISION DRIVER IS CURRENTLY DOMINATED BY...**

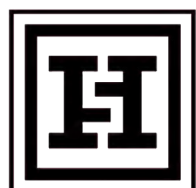
**FLAVOUR**

**HOXTON SPIRITS IS PROUD TO OFFER GENUINE 100%  
NATURAL HAND SELECTED FLAVOURED SPIRITS  
WITH THE HIGHEST QUALITY INGREDIENTS.**



# A REBELLION OF HEDONISM

HARDWORKING, BUSY AND AFFLUENT CONSUMERS STILL WANT TO BE TREATED, ENJOY THE TOTAL DRINKING EXPERIENCE.



# SUCCESSFUL CASE STUDIES, MARKET LAUNCHES

Significant growth and success in UK, Italy, Spain, Asia pacific.

Italian launch, Learnings and successes.

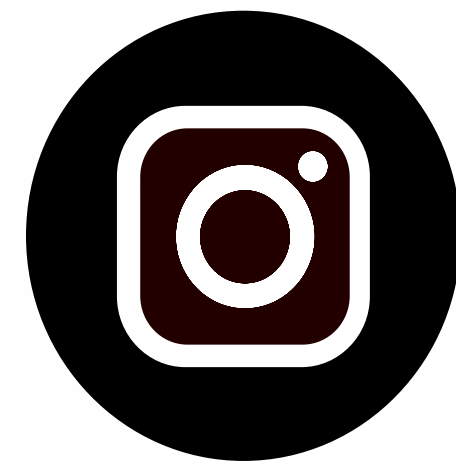


# SOCIAL REACH & ENGAGEMENT

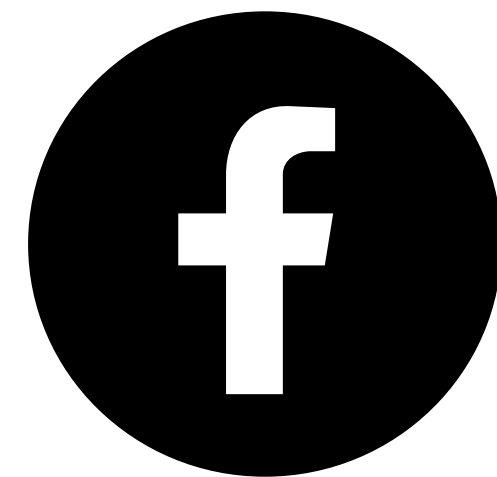


COMBINED GROWTH ACROSS ALL SOCIAL PLATFORMS LAST QUARTER:

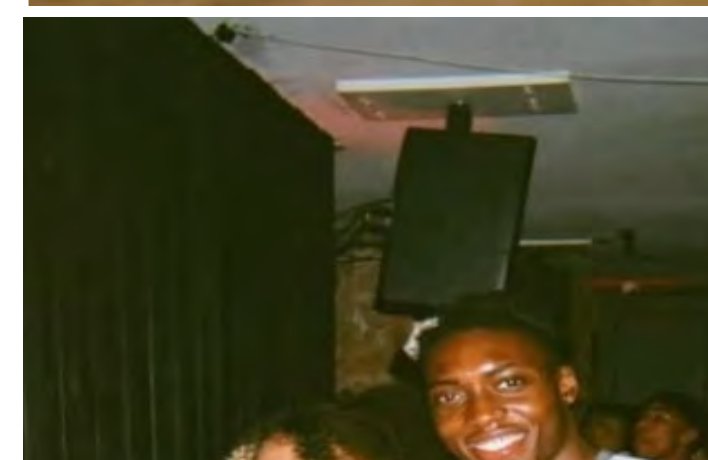
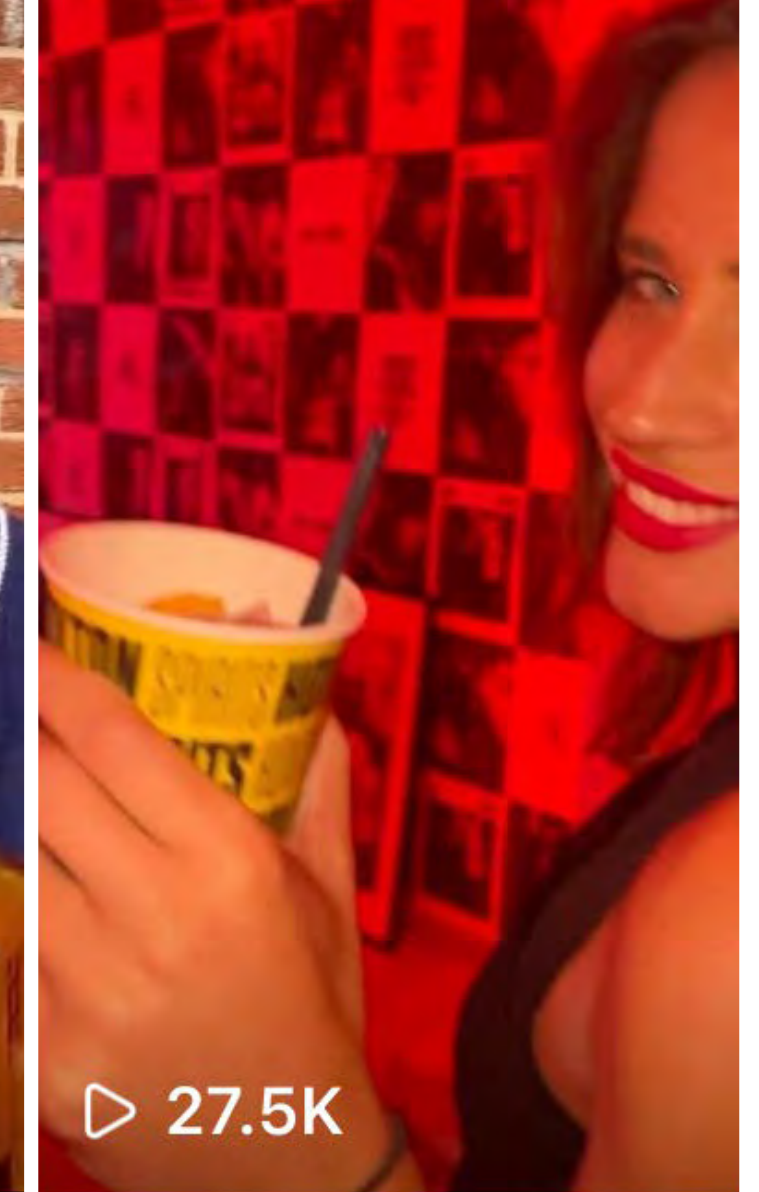
- FOLLOWERS INCREASE 128%
- IMPRESSIONS INCREASE 130,000



**13.7K+ FOLLOWERS**



**5.7K+**





# INSTAGRAM

## POST ENGAGEMENT

- Total impressions: 561,586

## FOLLOWER DATA

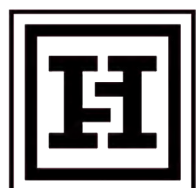
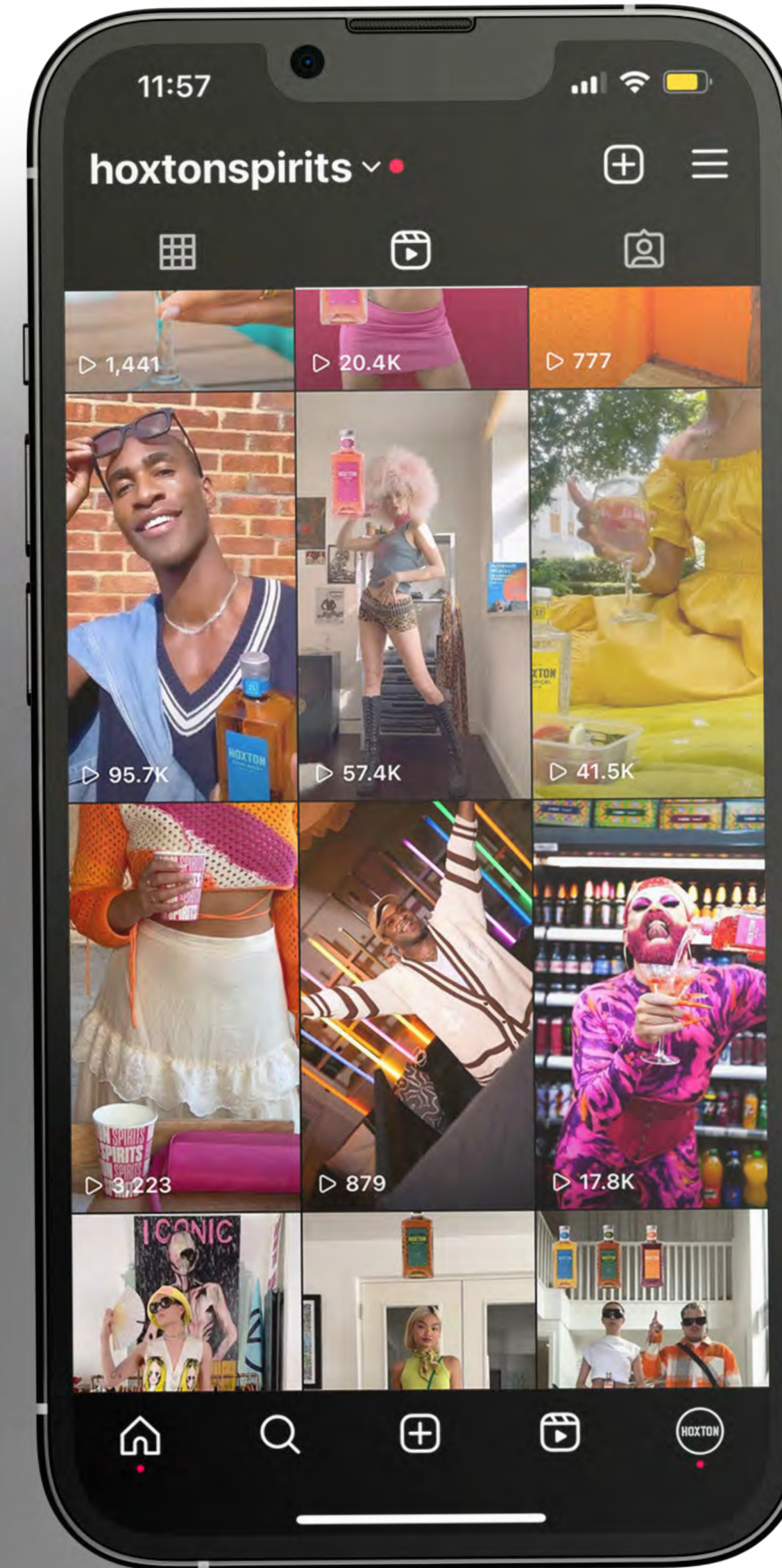
- Average growth rate of 4% per month across Instagram followers.
- Average increase of 429 followers per month.

## INSIGHTS TRACKER

- Average monthly accounts reached: 261,808
- Average monthly accounts engaged:

## INSTAGRAM REELS

- Average reels posted per month: 14
- Average reach: 53,905



# EVENTS & PARTNERSHIPS

We host community guestlist events at key lighthouse accounts, with the aim for expanding the Hoxton community and creating moments of Hedonism; for example The Boundary and Dalston Roof park.

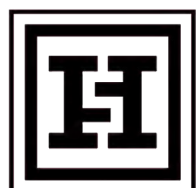
**HOXTON HALLOWEEN:** Total following of shared content was over 2 Million.



**KEY ATTENDEES:** [Asheley Roberts](#), [Lottie Moss](#), Maverick Sabre, Cheza Blonde, Amir Amor, Olivia Neil, Millie Hannah, Sandro Farmhouse.



**BOXPARK OWN YOUR FLAVOUR CAMPAIGN:** Sampling & activation total 91,417.



# SUMMER CAMPAIGN 2023

## 'OWN YOUR FLAVOUR'

### PARTNERSHIP WITH NEVS INFLUENCER & MODEL AGENCY

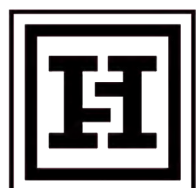
14 INSTAGRAM REELS BY INFLUENCERS INVOLVED IN CAMPAIGN:

VIEWS: 1,075,104

LIKES: 3,224

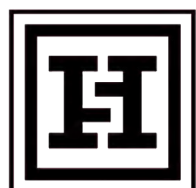
REACH: 722,824

TOTAL REACH FROM STORY SHARES FROM OYF ROOFTOP PARTY ATTENDEES: 7,693,922



# KEY STOCKISTS

(UK & GLOBAL)



# WHAT WE CAN DO FOR YOU

## 1. DRIVING BRAND ENERGY, VISIBILITY & ENGAGEMENT IN YOUR OUTLET

- Premium POS
- Select quality branded merchandise
- Staff training and incentives
- Bespoke activation and experiential
- Links into our community, digital, social and events



- BAR RUNNERS



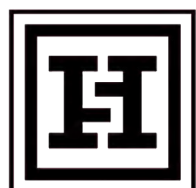
- HOXTON CUPS



- HOXTON FANS



- HOXTON COASTER



## 2. SOCIAL MEDIA, COMMUNITY SUPPORT.

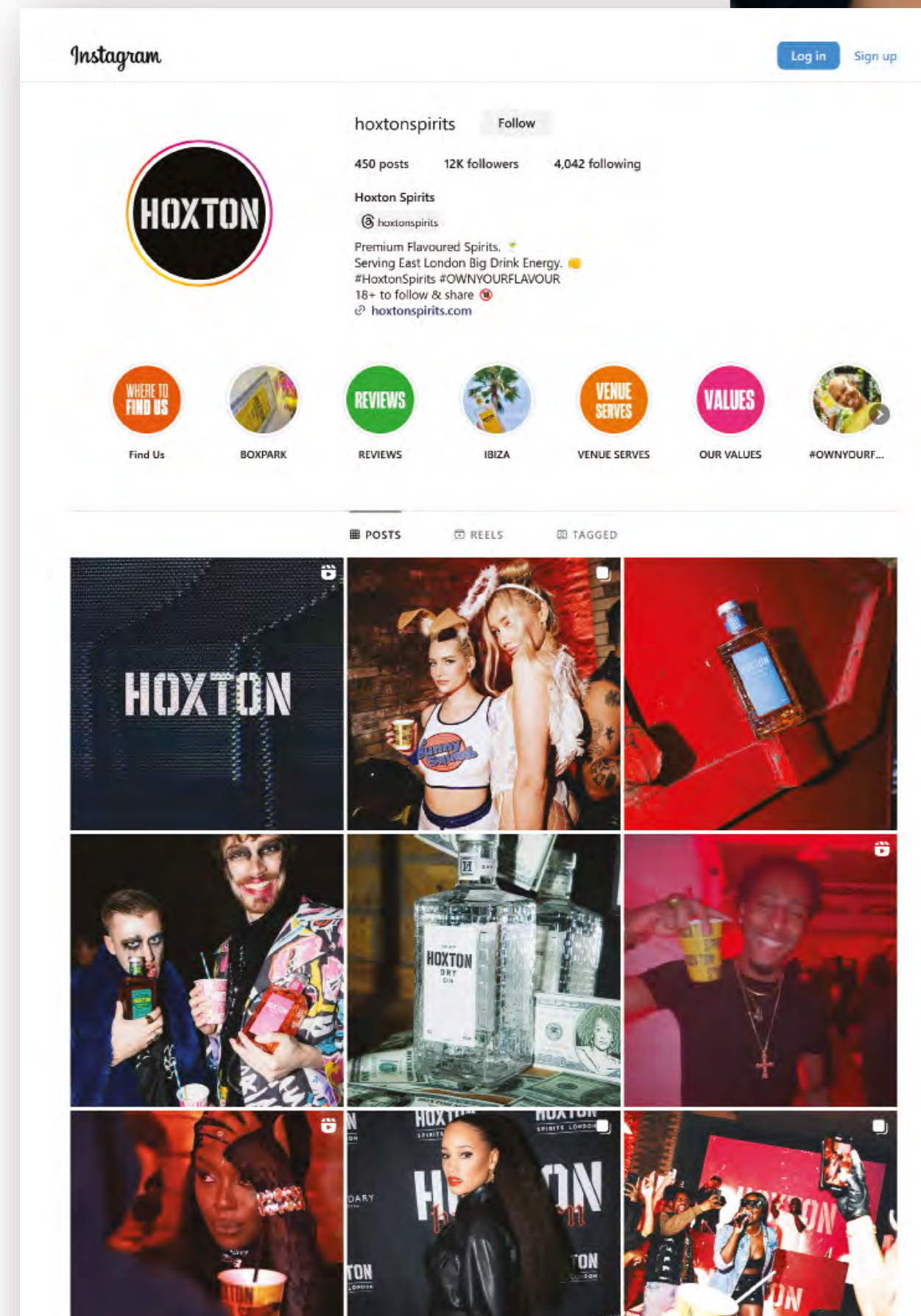
Social media support partnership

Access to our influencers and community

Bespoke "own your flavour" (content viewed over 1 x million + times) campaign

Link to social media

Sharing of activation videos online





### **3. STAFF TRAINING AND INCENTIVE SCHEMES**

Bespoke staff training  
Internal cocktail competition for bar staff  
Staff incentive programs - most pours per month  
individual incentives, also total team prize incentives

# PARTNERSHIP PLAN PRICING & INVESTMENT

Case price

bonus stock

retro

listing fee

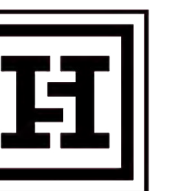
POS

Activation budget





# APPENDICES



# TROPICAL - GIN -

Hoxton Tropical Gin is our flagship spirit created in 2012, this gin breaks the chains of conventional juniper-dominated gins. Hoxton Tropical Gin is made from a blend of unique botanicals, including coconut, grapefruit, juniper, ginger, tarragon, and orris.

The coconut in this gin is what sets it apart from other gins on the market. It gives the gin a rich, creamy texture that coats the palate, while the grapefruit adds a refreshing, zesty kick.

**SERVE SUGGESTIONS:**  
HOXTON GIN AND GINGER ALE  
HOXTON GINACOLADA

## HOXTON TROPICAL GIN

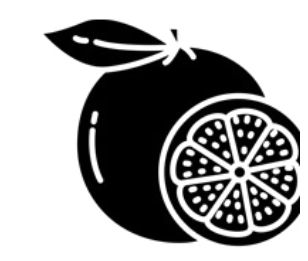
This gin is incredibly versatile and can be enjoyed in a variety of ways.

It's perfect for sipping neat or over ice, allowing you to fully appreciate the complex flavors of the botanicals or with ginger ale our leading serve.

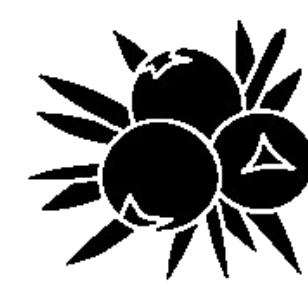
Alternatively, it's a fantastic base for cocktails, bringing a unique twist to classic recipes like the picante or the Pina Colada.



COCONUT



GRAPEFRUIT



JUNIPER



SCAN ME

COCONUT  
GRAPEFRUIT  
JUNIPER  
GINGER





# PINK - GIN -

Hoxton Pink Gin offers a unique and refreshing twist on the classic pink gin, that is perfect for those who are looking for a new and exciting gin experience.

Crafted 'Old Tom' style with a carefully balanced blend of botanicals that have been selected to create a harmonious and balanced flavour profile.

The rosehip and gunpowder tea, provide a subtle smokiness to the gin, while the grapefruit adds a tangy, citrus note that balances the sweetness of the rosehip while chamomile, liquorice, and elderflower add a floral and herbaceous note that creates a refreshing taste.

**SERVE SUGGESTIONS:**  
HOXTON PINK GIN AND TONIC  
HOXTON PINK MARTINI

## HOXTON PINK GIN

The orris root, which is used to stabilize the gin, also adds a subtle floral note that complements the other botanicals.

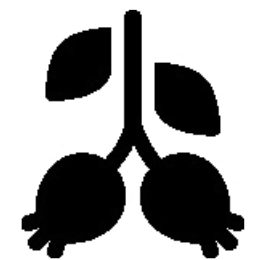
Unlike other pink gins that can be overly sweet, Hoxton Pink Gin has a drier taste that allows the natural flavors of the botanicals to shine creating versatile spirit that can be enjoyed in a variety of cocktails.

The pink color of Hoxton Pink Gin comes from the use of hibiscus infused sugar in the distillation process.

This not only adds to the visual appeal of the gin but also contributes to the overall taste and aroma of the spirit.

LIQOURICE  
ELDERFLOWER  
ORRIS ROOT  
ROSE

ROSEHIP  
GUNPOWER TEA  
CHAMOMILE



ROSEHIP



ROSE



ELDERFLOWER



GUNPOWDER  
TEA



SCAN ME

# DRY - GIN -

Hoxton Dry Gin is the epitome of classic gin with a modern twist. This artisanal gin is made with a delicate blend of 100% natural ingredients, each carefully selected for their unique flavor profile. Leading with the traditional juniper flavour that you'd expect from a dry gin, it is then expertly balanced with grapefruit, ginger, orris root and tarragon.

The result is a perfectly balanced gin that is smooth, refreshing and crisp. It is the perfect base for any classic cocktail or for those who prefer their gin neat.

This gin has been created with the discerning drinker in mind. It is a gin that is both classic and modern, offering the perfect balance of tradition and innovation.

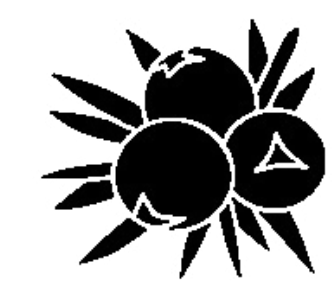
**SERVE SUGGESTIONS:**  
HOXTON DRY GIN AND TONIC

## HOXTON DRY GIN

Whether you are sipping it straight, adding tonic or mixing it into your favorite cocktail.



**GRAPEFRUIT**



**JUNIPER**



**GINGER**

GINGER  
JUNIPER



GRAPEFRUIT  
ORRIS ROOT  
TARRAGON



# LONDON SPRITZ

— AMARO —

London Spritz is a game-changer in the world of spritz, fusing together the perfect balance of tradition and innovation.

The Hoxton London spritz is a twist on the traditional Italian aperitivo, reflecting our founder Gerry Calabrese's Italian Heritage, whilst embodying the edgy, cosmopolitan spirit of East London.

**SERVE SUGGESTIONS:**  
HOXTON LONDON SPRITZ, PROSECCO AND ICE  
HOXTON LONDON SPRITZ ON THE ROCKS  
HOXTON LONDON SPRITZ WITH LEMONADE

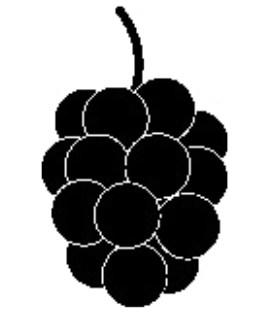
## HOXTON LONDON SPRITZ

This signature cocktail features a fusion of flavors including orange, morello cherry, blackberry, raspberry, lemon, and subtle hints of fennel, all expertly infused with our premium distilled gin. It's the perfect balance of bitter and sweet.

The London Spritz is set to be a leading drink within our global markets. Enjoy with prosecco and ice for the perfect Hoxton London Spritz cocktail.



**BLACKBERRY**



**RASPBERRY**



**CHERRY**

FENNEL  
LEMON  
CHERRY  
ORANGE



RASPBERRY  
BLACKBERRY  
MORELLO



SCAN ME

# SPICED WHISKY

— LIMITED BATCH —

Hoxton Spiced Whisky is the disruptor the whisky category has been waiting for. Arguably a spirit category in it's own right. This is the Whisky for new whisky drinkers and flavour explorers.

## SERVE SUGGESTIONS:

HOXTON SPICED WHISKY ON THE ROCKS

HOXTON SPICED WHISKY WITH COLA

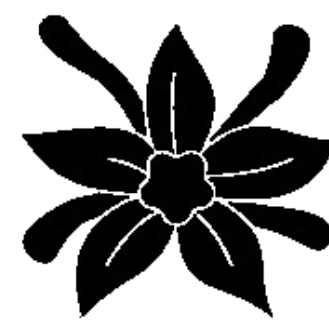
## HOXTON SPICED WHISKY

Blended with the finest scotch whiskies, using a base spirit of 3 year old blended scotch mixed using fruits and spices including Raisin, Dates, vanilla, cinnamon, cardamom and apples. Curated lovingly over a process of tasting over 20+ different blends to find the perfect base spirit for our Spiced Whisky expression.

This whisky offers a bold, spiced taste that's sure to leave a lasting impression on your palate. Mix with Cola or enjoy on the rocks.



RAISIN



VANILLA



ORANGE



CINNAMON

CINNAMON  
ANISE  
NUTMEG

VANILLA  
RAISIN  
COCOA  
ORANGE





# BANANA RUM

— MACERATED —

Hoxton Banana Rum is a category game changer. This unique spirit is crafted with a blend of up to 7 year old rums from Dominican Republic, Nicaragua and Barbados infused with both fresh and dried bananas over a 5 week maceration process to create an unforgettable taste experience.

The result; a rum that is deep, complex, and bursting with tropical flavours.

## SERVE SUGGESTIONS:

- HOXTON BANANA RUM ON THE ROCKS
- HOXTON BANANA RUM WITH GINGER BEER
- HOXTON BANANA RUM DAQURI

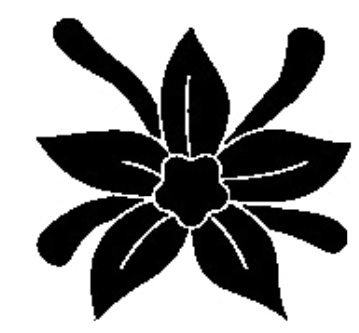
## HOXTON BANANA RUM

Unlike other flavoured rums on the market, Hoxton Banana Rum doesn't rely on artificial ingredients or sugary additives to achieve its distinct taste. Instead, our skilled distillers allow the natural sweetness of bananas to shine through, creating a flavor profile that is both indulgent and well-balanced.

Whether you're a seasoned rum drinker or new to the world of spirits, Hoxton Banana Rum is sure to delight your senses and leave a lasting impression. It's perfect for sipping on its own, over ice, or as a key ingredient in your favorite tropical



**BANANA**



**VANILLA**



**BANOFFEE PIE**

