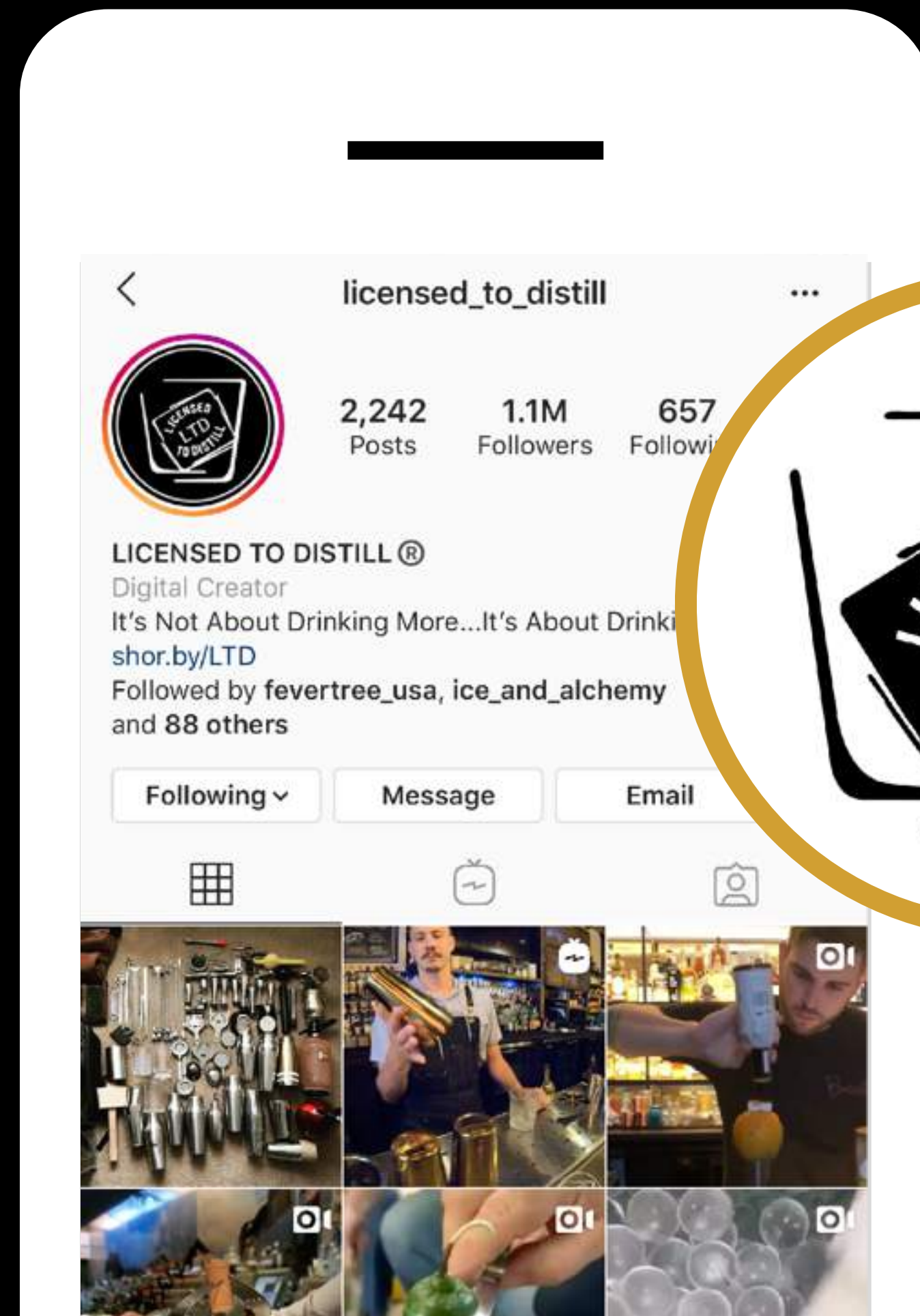




*Licensed to Distill*

**MEDIA KIT & CASE STUDIES**

# What is Licensed to Distill?



## A Platform for Trade and Consumers

LTD is the world's largest online craft cocktail community, providing a platform for experienced bartenders to share their knowledge and skills with other bartenders around the world.



## A Partner for Brands

LTD is an ideal partner for brands looking to build relationships with trade and top-tier consumers. We create impactful, custom content featuring partner products in the hands of notable bartenders, and we promote this content to our community of over 1 million highly engaged followers.

# Designed To Meet Your Needs

LTD offers a full suite of content creation and promotional services.

A bartender in a white shirt is garnishing a cocktail in a coupe glass with a fresh basil leaf. The background is dark with warm, bokeh light effects. The bartender's hands are visible, one holding the glass and the other placing the garnish.

**CUSTOM CONTENT**

**AD MANAGEMENT**

**INFLUENCER MGMT**

**BRAND AWARENESS**

**BRAND VIDEOS**

**CONSULTING**

# Who Is Licensed To Distill?



**Jabin Troth**

**CEO**

Founder of Licensed to Distill and the creative mind behind the content.



**Jeremy Thompson**

**CMO**

Former Tales of the Cocktail Marketing Director with 15 years of industry experience.

# Who Is Our Audience?

The large majority of our audience consists of working bartenders and enthusiast consumers, ages 21 - 45 with a ratio of 60% men to 40% women. They are located predominantly in the USA and Europe, though LTD has thousands of followers in nearly every country.



**1.4M**



**90K**



**43K**



**26K**

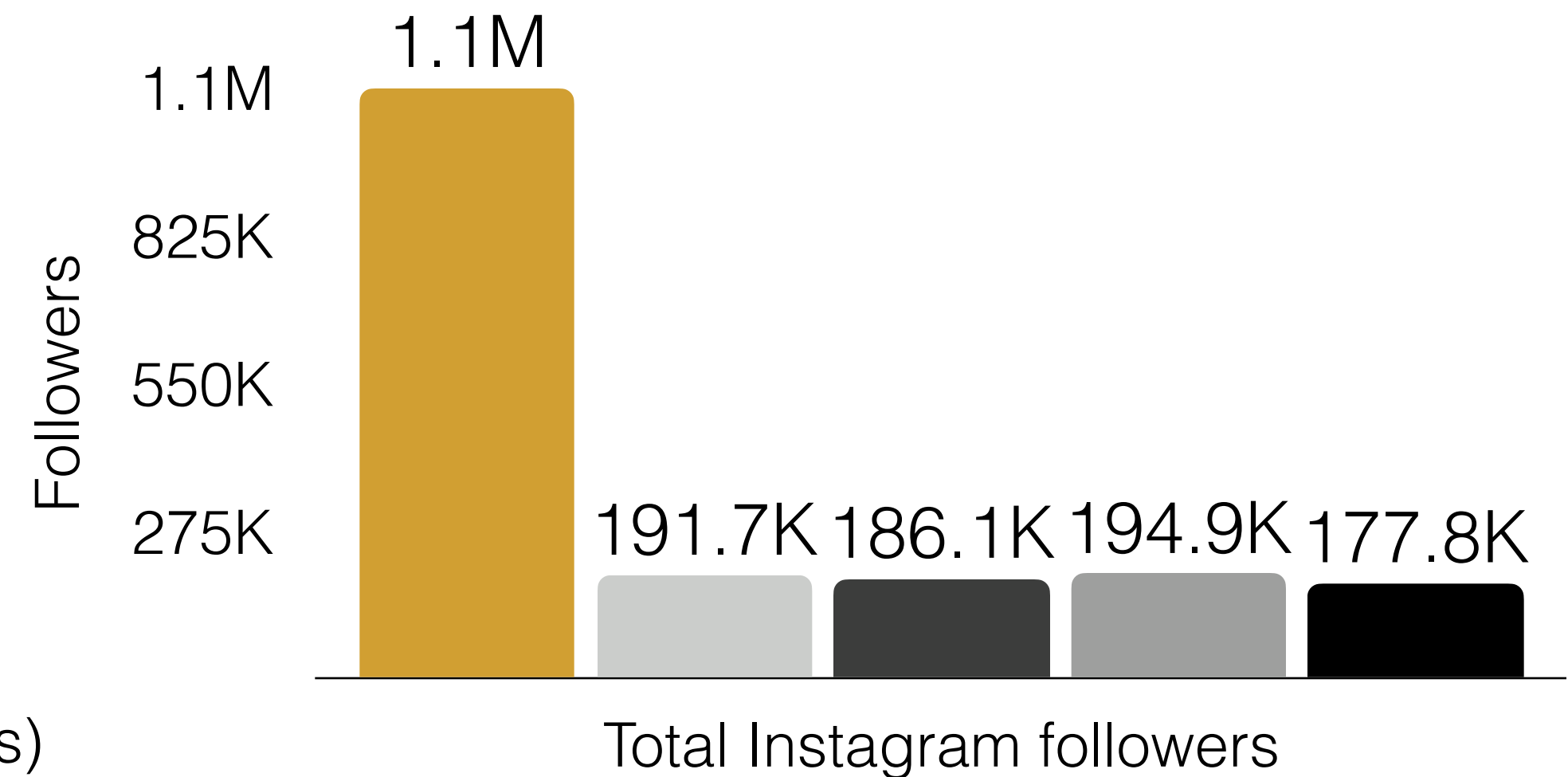
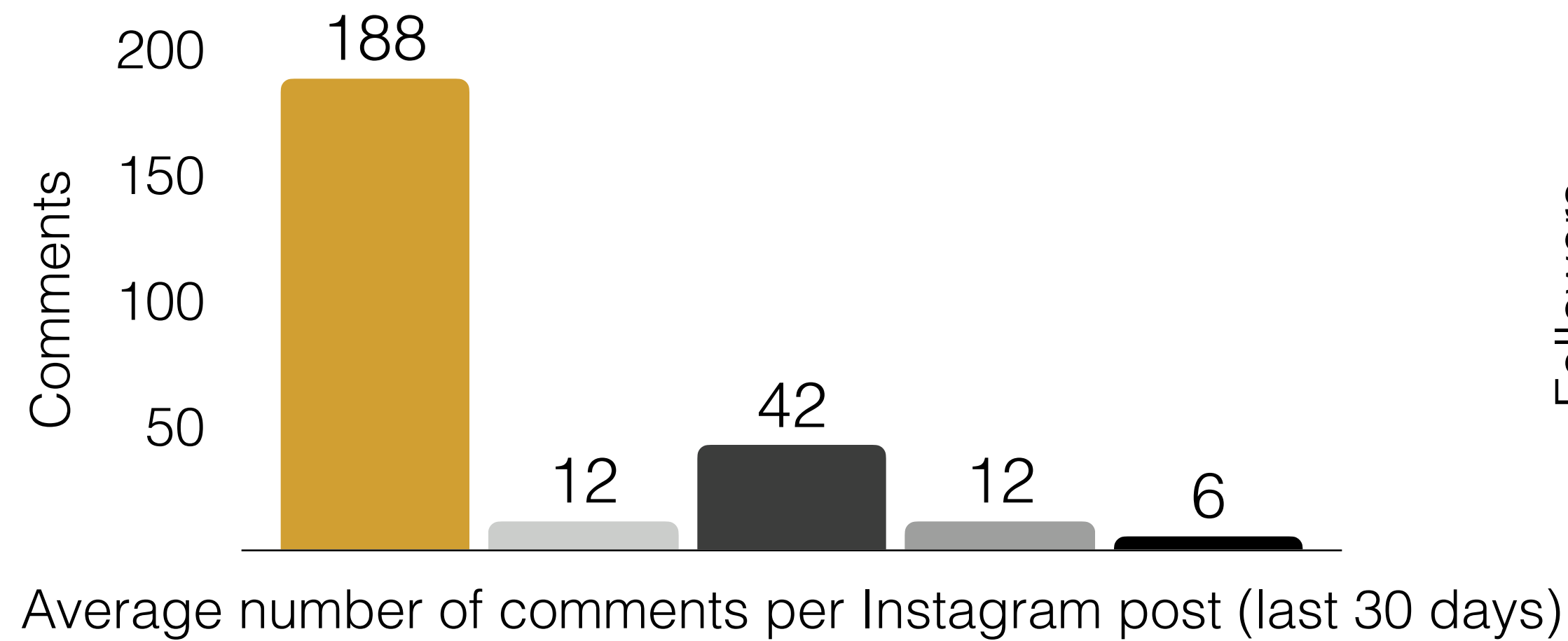
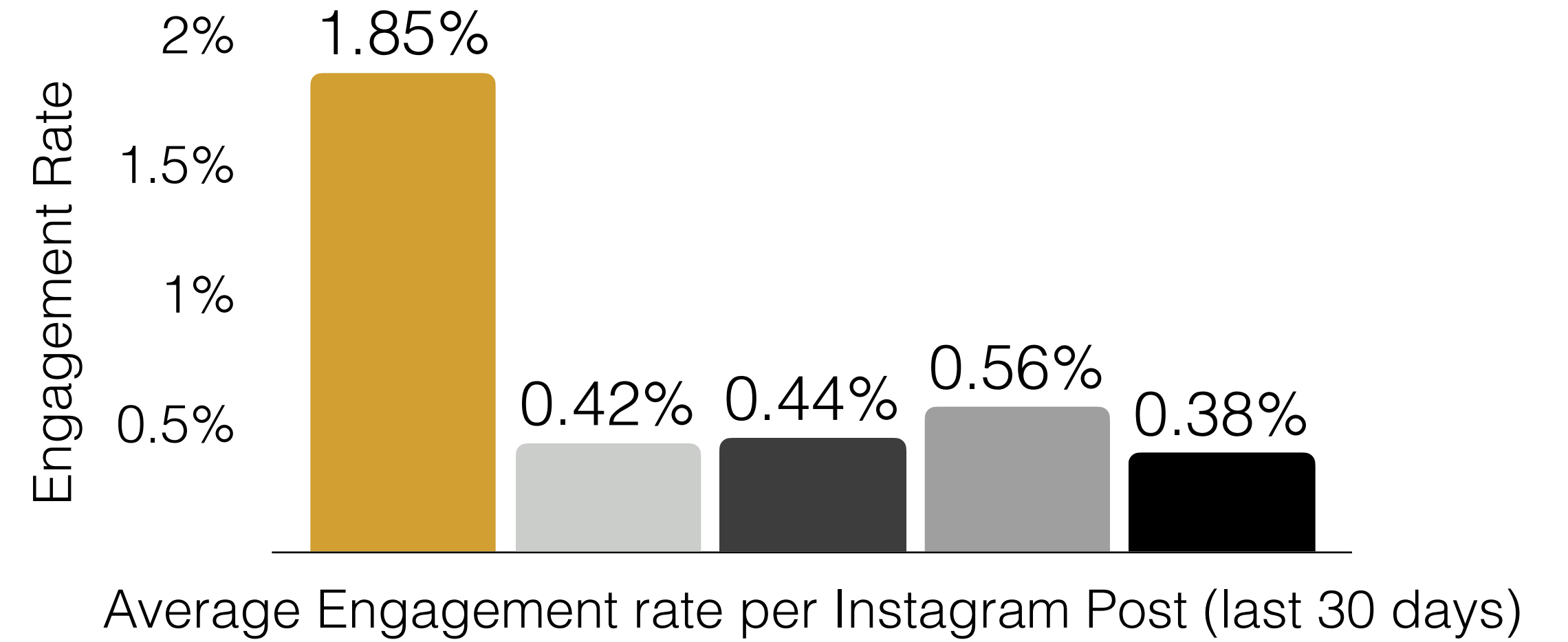
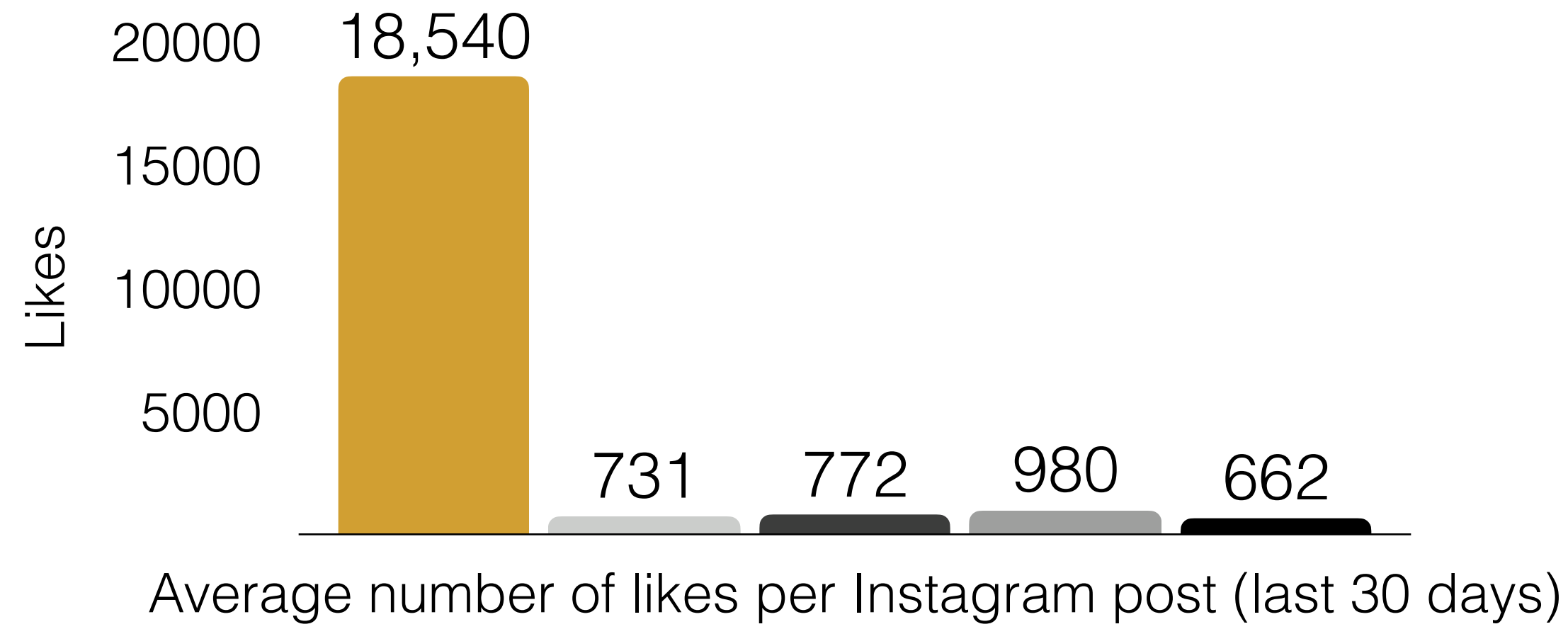
# Why Partner With Us?

With drastically greater reach and higher engagement than any other relevant industry outlet, there's no better partner than Licensed to Distill.

IMPRESSIONS	REACH	LIKES	COMMENTS	VIEWS
<b>705.7M</b>	<b>317.9M</b>	<b>23.3M</b>	<b>172.9K</b>	<b>424.1M</b>

Annual Instagram Metrics

# Licensed to Distill vs Top Industry Media Partners



■ Licensed to Distill 
 ■ Tales of the Cocktail 
 ■ Thirsty 
 ■ Liquor.com 
 ■ Imbibe

# NEW: LTD's YouTube Channel

In one year on YouTube, our channel saw 300,000 hours of watch time, which amounts to over 32 years.



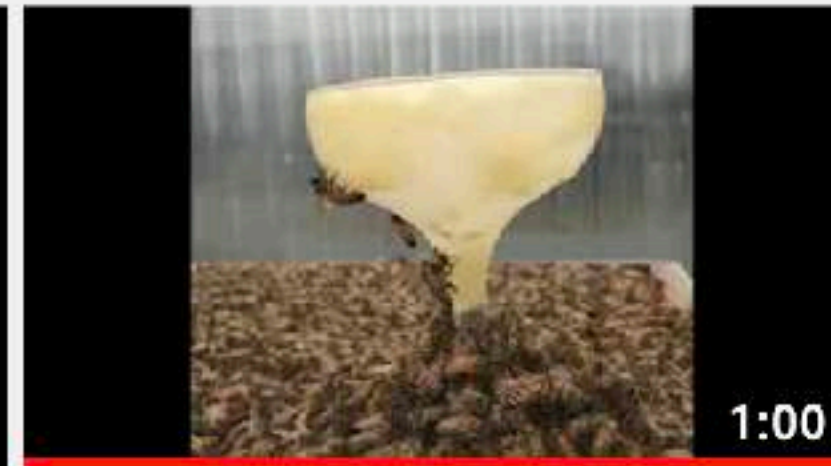
**We're Changing The Way You See Cocktails**

10M views • 1 year ago



**A Must-Try Cocktail Made with Short Rib Washed...**

5.9M views • 1 year ago



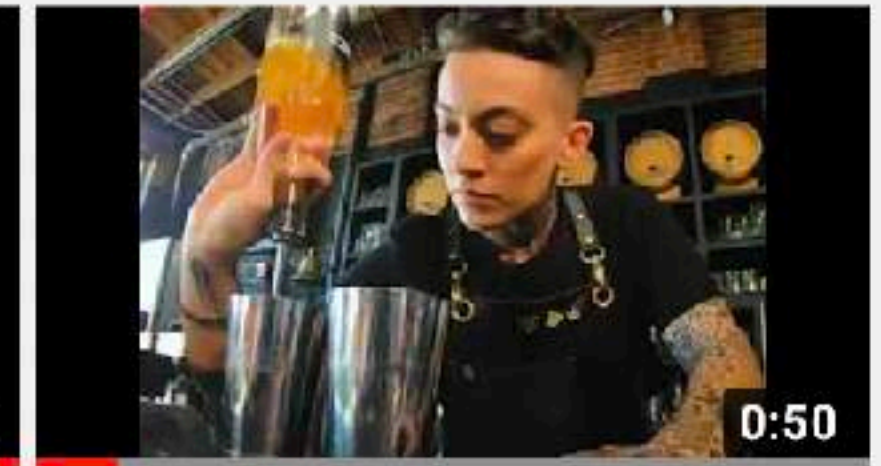
**Like Bees To Honey 🐝🍯**

948K views • 4 months ago



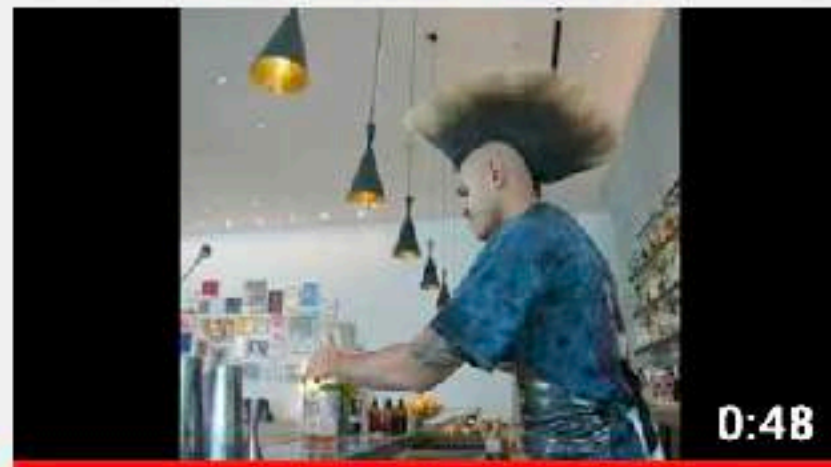
**Bartender Josh Suchan serves up a Pineau des...**

852K views • 1 year ago



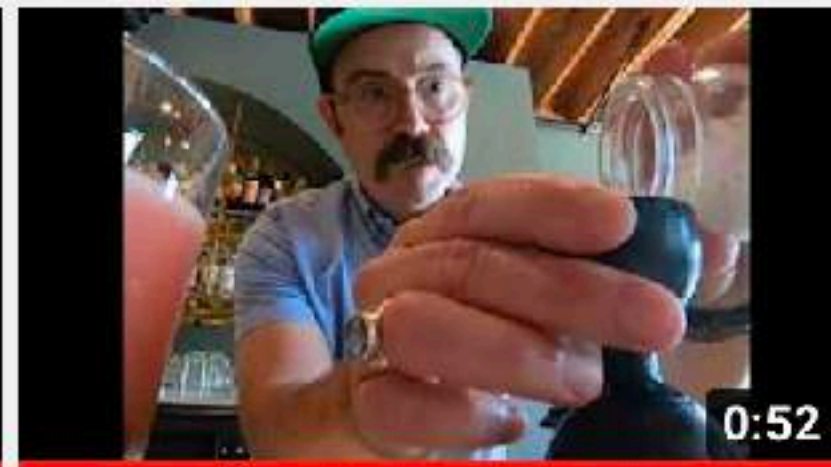
**A Fresh POV on Bartending featuring Bad Birdy at...**

426K views • 1 year ago



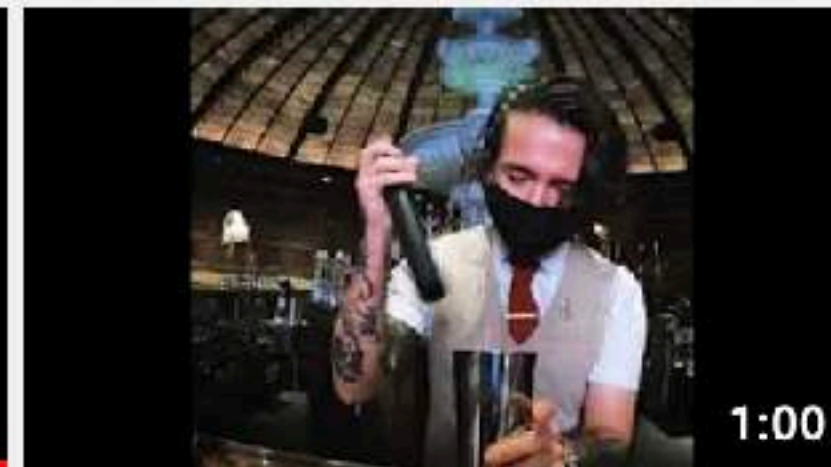
**Stellar Bartender + GoPros Everywhere + Metallica =...**

188K views • 1 year ago



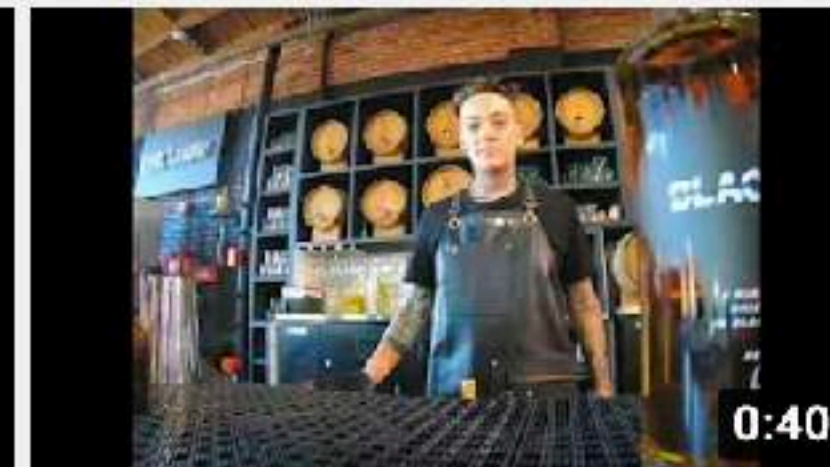
**A Pineapple Sage + Pineau des Charentes Cocktail fro...**

149K views • 1 year ago



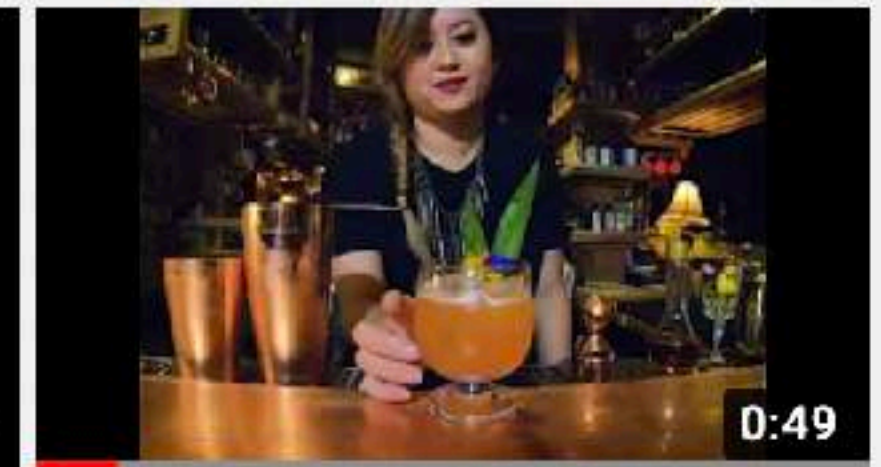
**Hidden Bar In An Outdoor Mall In San Diego, California**

144K views • 1 month ago



**Bad Birdy behind the bar with Blackened Whiskey at...**

102K views • 1 year ago

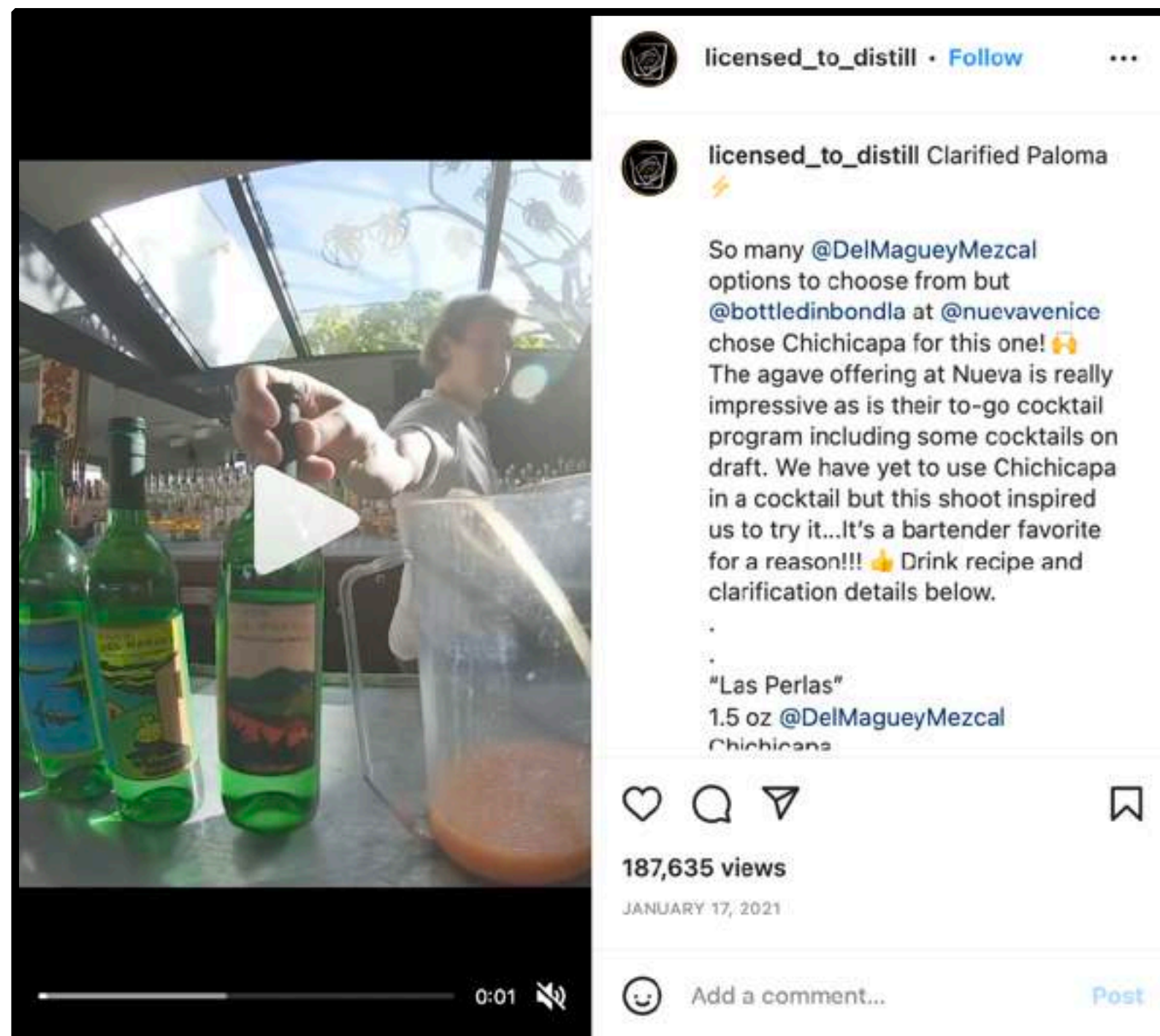


**The Perfect Summer Cocktail from Lynette Lim ...**

83K views • 1 year ago



- **Goal:** Build awareness and educate trade for Del Maguey's release of Jabali and San Pablo Mezcals.
- **Duration:** 12 Months
- **Content:** x9 educational videos | x8 cocktail videos | X18 stories
- **Results:** Impressions: 3,229,127 | Reach: 2,953,721

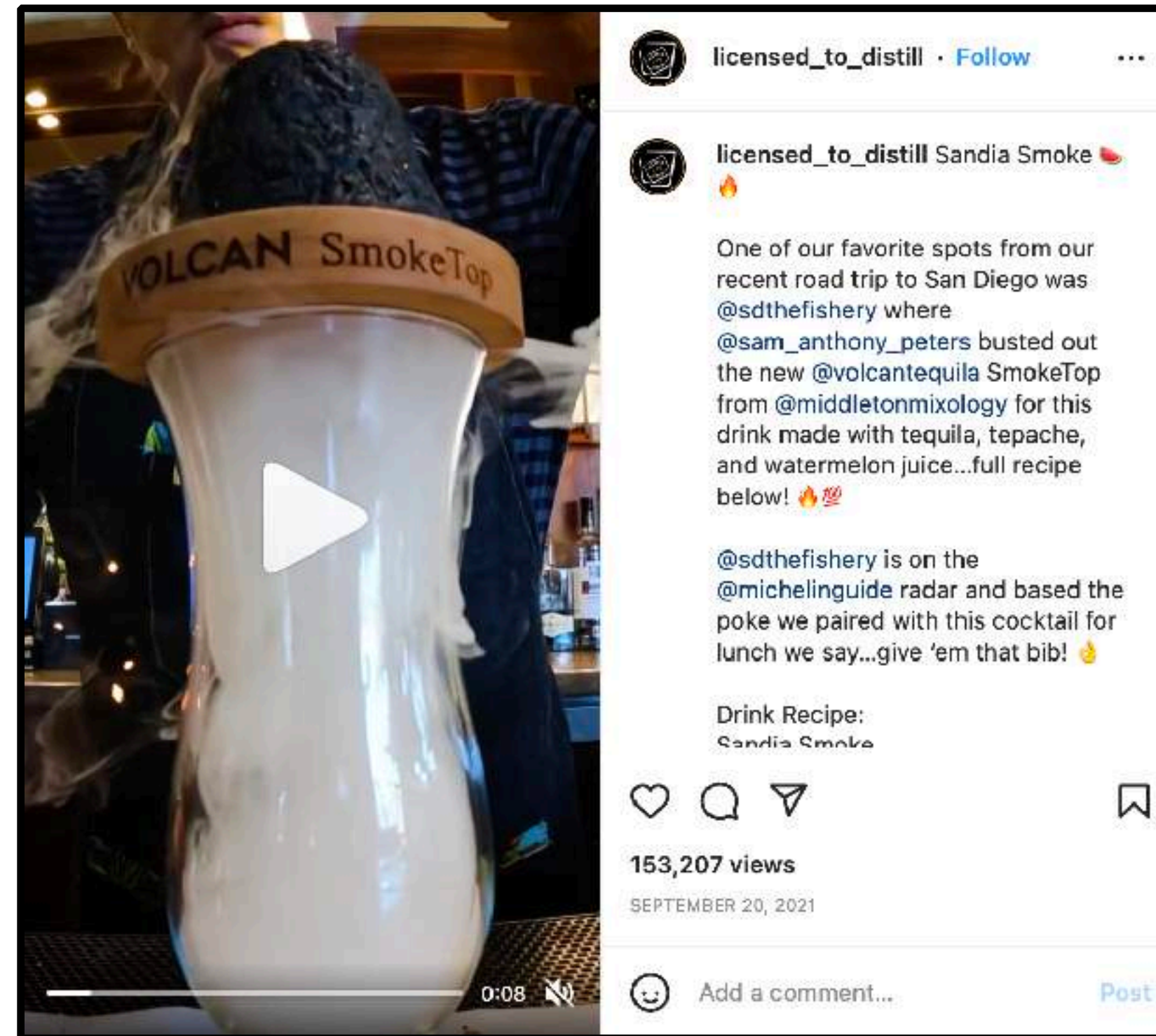


[View Sample Cocktail Post](#)



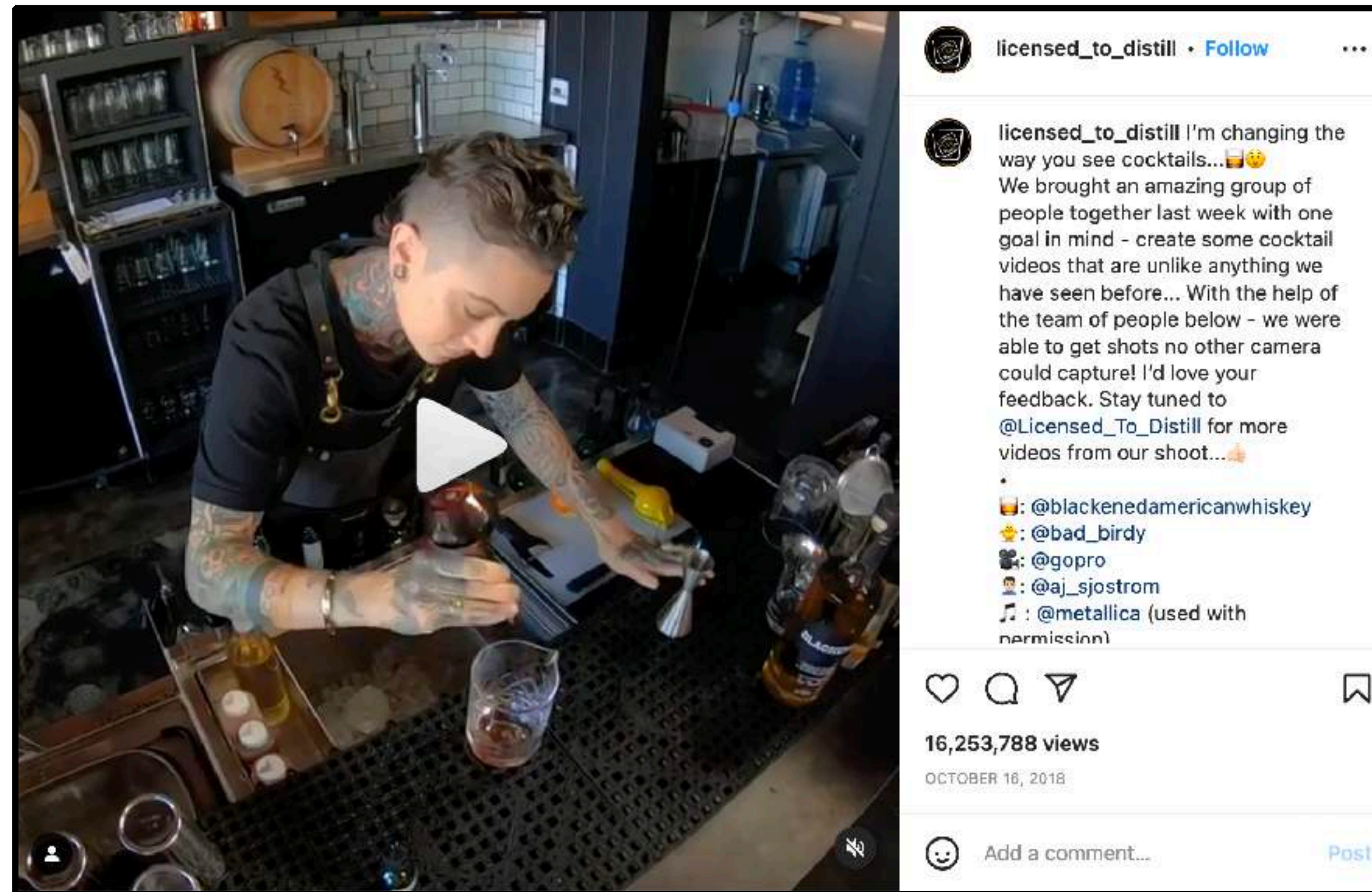
[View Sample Educational Post](#)

- **Goal:** Develop concept for associating Volcan with smoke-themed cocktails and create content to support this concept over 12 months.
- **Content:** LTD worked with a manufacturing partner to create a signature Smoke Top device in the shape of the Volcan volcano. We incentivized accounts to participate by offering them the Smoke Top and the opportunity to be featured on LTD. x20 accounts participated, resulting in x20 videos produced and posted.
- **Results:** Impressions: 6,080,444 | Reach: 5,532,097 | Likes: 209,008 | Comments: 911 | Saves: 9,883 | Shares: 22,045 | Menu placements at each of the accounts.



[View the Sample Post](#)

- **Goal:** Establish Blackened Whiskey among trade and enthusiasts as more than a celebrity brand through live segments with the distiller and craft cocktail videos over 24 months.
- **Content:** x10 Videos | x6 Live Segments | x22 Stories | x2 Emails
- **Results:** Impressions: 31,896,041 | Reach: 15,688,407 | Email Opens: 11,592 | LTD's Blackened Giveaway earned Blackened over 3K new followers in 1 week.



[View the Sample Post](#)

# WHAT OUR PARTNERS SAY



## **James North, Creative Director, Blackened Whiskey**

*Like musicians, bartenders are crafting the guest experience. They're ambassadors of a good time. We're beyond thankful to have been included in a video that captured the cocktail experience from this perspective, it's completely new and innovative. Licensed to Distill has found a way to set themselves apart from the rest, and that is an amazing feat in today's world.*

- **Goal:** Create a brief brand video, showing the process of making Azuñia Tequila and highlighting the culture at their distillery. Duration: 2 Months.
- **Content:** x1 Brand Video for use in Azuñia Promotions
- **Results:** LTD produced an evergreen brand video that continues to be used by Azuñia for promotional purposes. In addition, LTD's promotional post of the video garnered 424,177 views.



[View the Wide Format Video](#)



[View Azunia Brand Video on LTD](#)

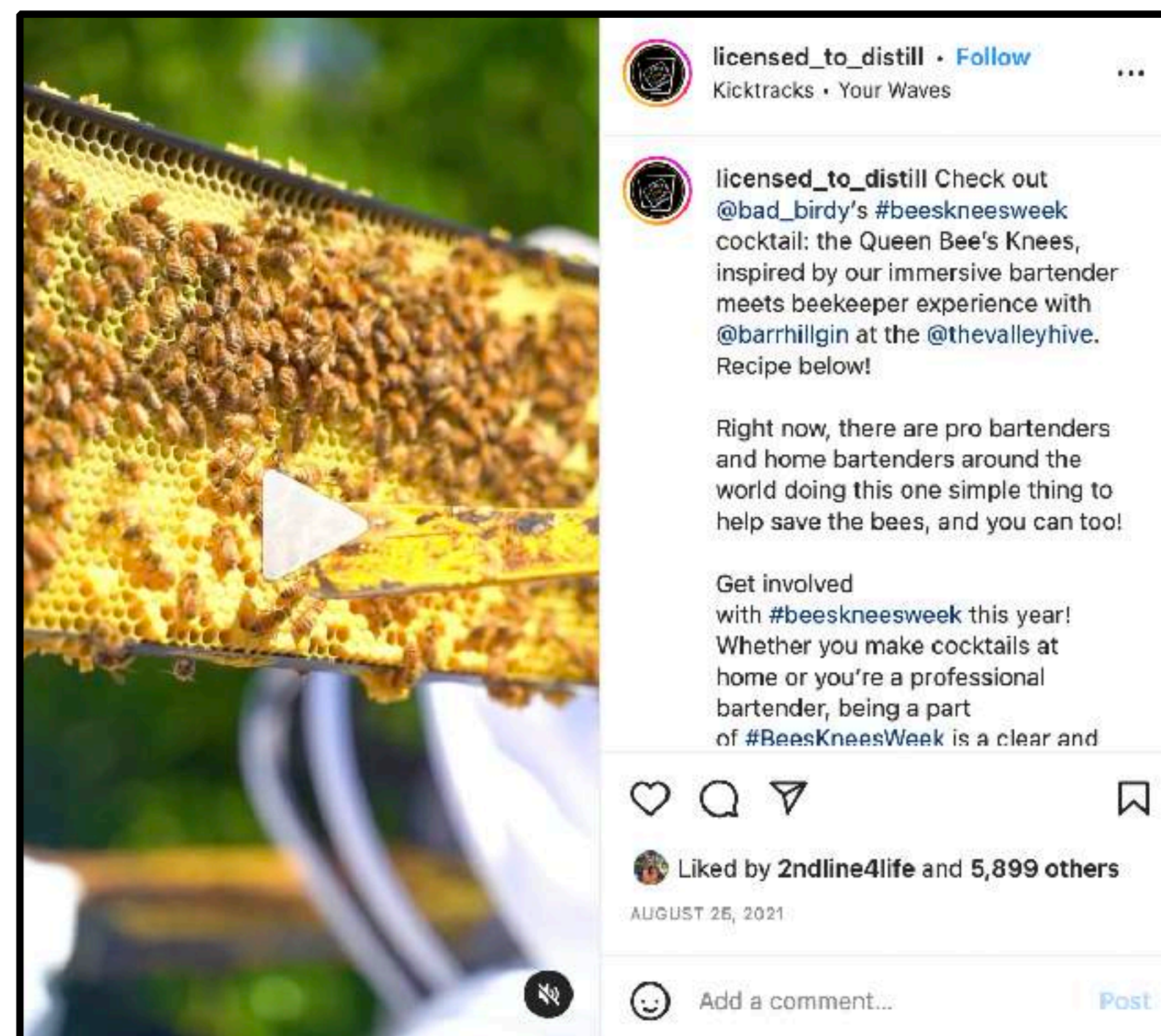
# WHAT OUR PARTNERS SAY



## **Jenn Barber, Marketing Director, Azuña Tequila**

*When you have the Licensed to Distill name on a video, you know it's going to be modern, creative, and on brand! Working with LTD's team on our distillery video was a dream come true. The entire experience was fun and inspiring, as well as impressive with a quick turnaround time on edits and limited revisions. We wholeheartedly recommend hiring LTD for your next video shoot!*

- **Goal:** Serve as an annual media partner for Bee's Knees Week, Create and manage the Bartenders Meets Beekeepers program, and partnerships with beekeeper influencers and the Home Bar Awards. Create ongoing original Barr Hill video content. Duration: Annually 2018 - present.
- **Results:** In 2018, we increased account participation by 114% from the previous year when they partnered with Liquor.com. We continue to increase participation each year, with 2,345 accounts included in 2022, a 570% increase over 5 years. In 2021, our efforts resulted in 14 million earned impressions, the same amount earned by Barr Hill's \$193k advertising program, but at half the price.



[View the Sample Post](#)

# WHAT OUR PARTNERS SAY



**Harrison Kahn, Vice President of Marketing, Caledonia Spirits, Inc.**

*If there's a single channel that the cocktail community is tuned into, it's Licensed to Distill. LTD has been instrumental in helping us build Bees Knees Week into the largest sustainability event in the spirits industry. It's rare to find such an influential partner who is also so collaborative and fun to work with.*

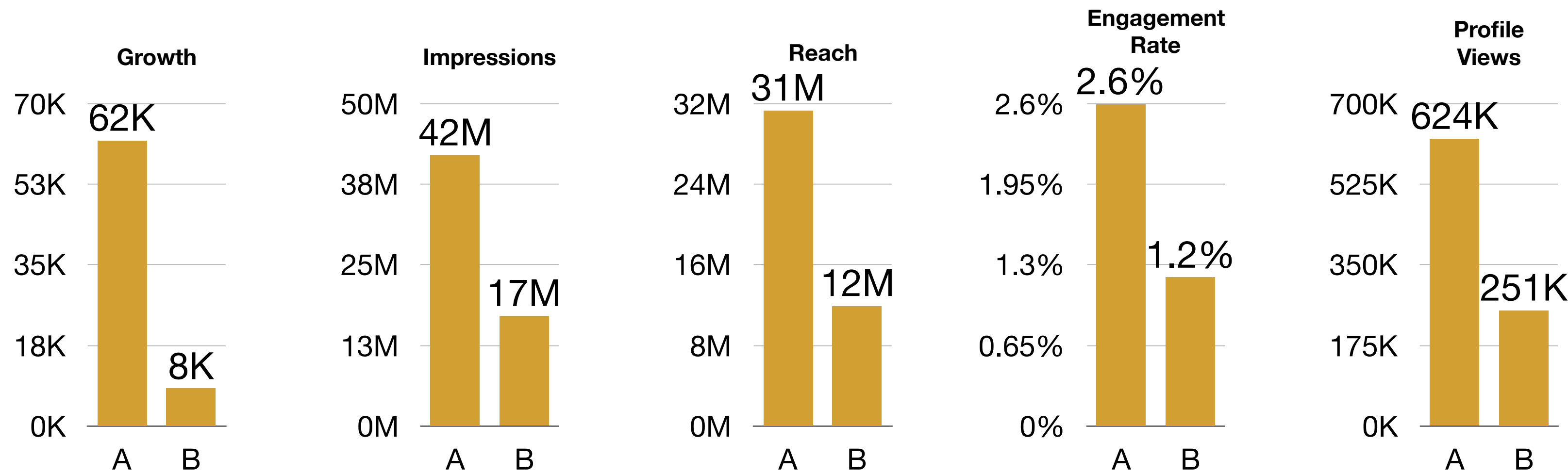


- **Goal:** Create a strategy for Whistle Pig's new Instagram account. Launch and manage the account. Build an influencer network to champion Whistle Pig. Duration: 15.5 months.
- **Content:** Daily content posted for the entire duration of the partnership. Management of the national influencer program.
- **Results:** Whistle Pig's Instagram account became the fastest growing whiskey account in the world, beating out Marker's Mark. Our team of 87 Influencers in the USA resulted in a combined reach of approximately 10 million.



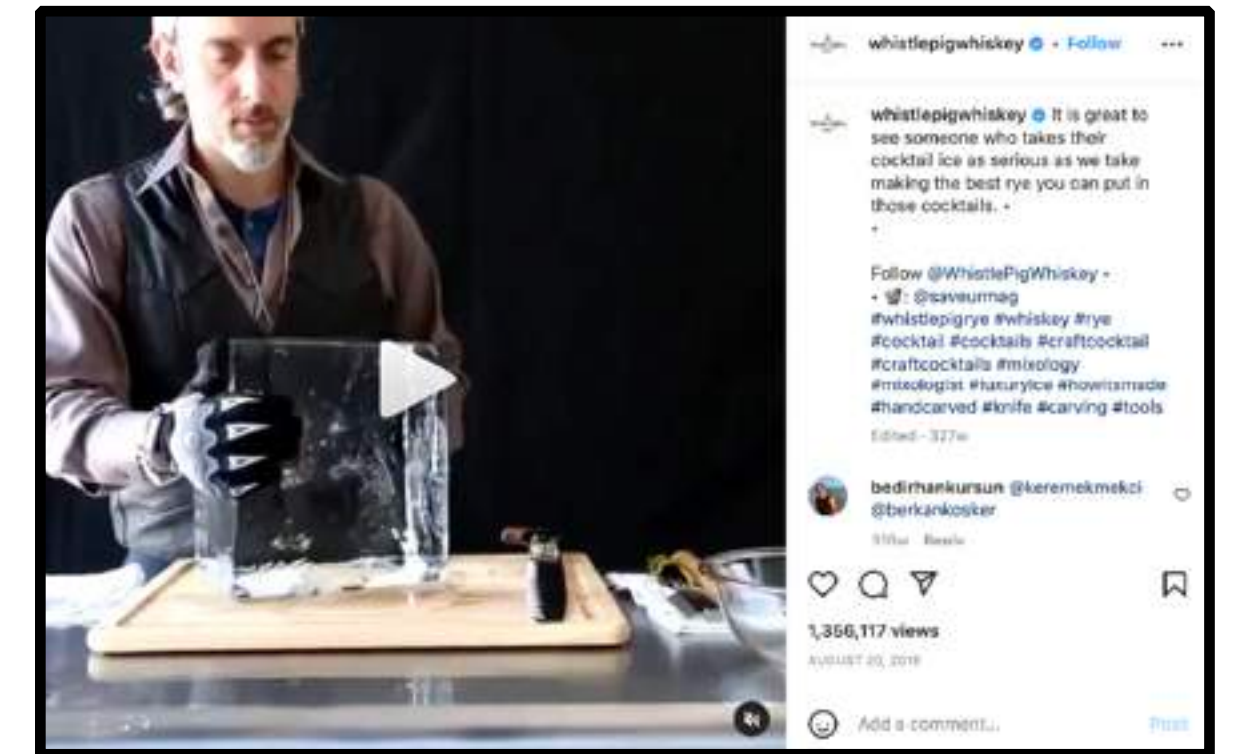
# LTD | WhistlePig Partnership

WhistlePig's Instagram analytics: LTD Managed vs Post-LTD

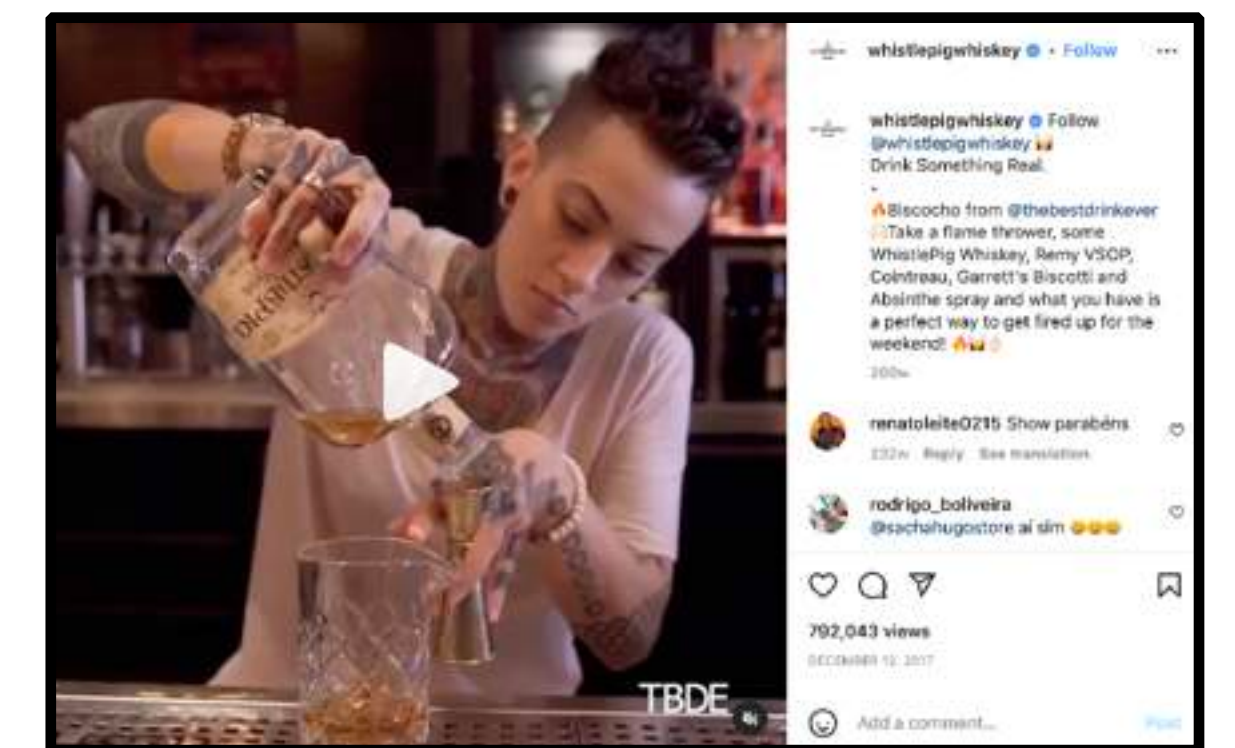


A - June 15, 2017 - Sept 30, 2018 (15.5 months) LTD-managed

B - Oct 1 2018 - Jan 15, 2020 (15.5 months) Post-LTD



View Sample Post



View Sample Post



# PARTINERS

# WHAT OUR PARTNERS SAY



**Jeff Tracy, Digital Engagement Manager, Absolut Elyx**

*Licensed to Distill has a great community of commenters and we saw a huge follower bump in the ensuing days after the video went up.*

# WHAT OUR PARTNERS SAY



## **Erick Castro, Founder, Bartender At Large**

*Working with Licensed to Distill was a thrill, as they work unconventionally and are constantly pushing the envelope when it comes to capturing cutting-edge bar footage. Their team uses techniques and equipment that are unheard of in the cocktail world, which of course means the results can be incredible.*

# WHAT OUR PARTNERS SAY



**Kelly Baker, Sr. Director, Global Media Relations, GoPro**

*From deep sea diving and space exploration to cutting-edge techniques in mixology and gastronomy, GoPro cameras provide access to experiences that would not be possible otherwise. We love to see platforms like Licensed To Distill share their passion and amazing craft through the lens of our cameras.*



licensed\_to\_distill • Following ...

licensed\_to\_distill Blanc sur Blanc from the @pineau\_academy party we had with some elite bartenders! The Pineau des Charentes cocktails that were created were phenomenal including this one from @ice\_and\_alchemy who paired Pineau with gin, bee pollen and coriander infused dolin blanc...Full recipe below!

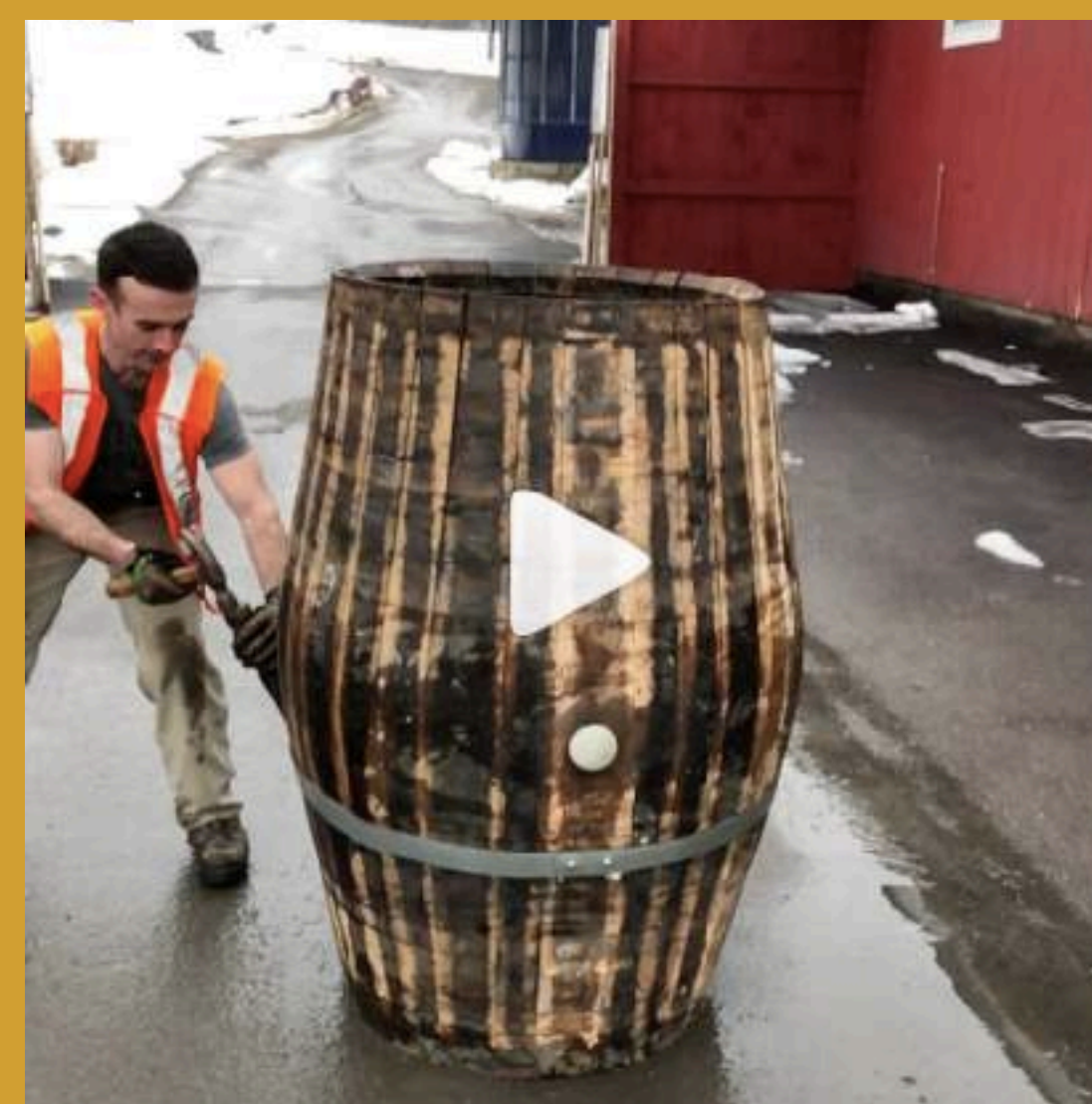
Blanc sur Blanc by @ice\_and\_alchemy

- \* 1 oz white Pineau des Charentes
- \* 1 oz gin
- \* 0.5 oz Strega
- \* 0.5 oz coriander infused dolin blanc
- \* 0.75 oz lemon
- \* 1 egg white
- \* 1x trusted neegan hitters

242,870 views

JULY 29

Pineau Academy



licensed\_to\_distill Deconstructing a used whiskey barrel...in slo-mo...I'm hanging out with @whistlepigwhiskey this weekend helping them to craft the final blend for Farm Stock 002. This is my guy Jake who works at WP Farm...he's a beast with a hammer!

Follow Me @licensed\_to\_distill & Join The World's Largest Craft Cocktail Community!

79w

tikicoctail Needs to be thought over

4,015,473 views

FEBRUARY 16, 2018

Whistle Pig Whiskey



licensed\_to\_distill • Following ...

licensed\_to\_distill LA VACA featuring short rib washed @AzuniaTequila Just look at the ingredients of this @AzuniaTequila cocktail and you will immediately want to try it! We took a @Licensed\_To\_Distill field trip down to visit @robere8 at his new spot @louisianapurchased and this cocktail was completely worth the drive! I kept telling him that we needed to do another take so that I could keep drinking it...after about 10 takes he was on to me!

La Vaca

- 2.0oz short rib washed @AzuniaTequila Reposado
- 1.5oz carrot + turmeric cordial
- 7.5oz fresh lime

223,066 views

APRIL 4

Azuña Tequila



licensed\_to\_distill • Following ...

licensed\_to\_distill Can a camera catch on fire??? That's just one of the questions we asked at our recent @licensed\_to\_distill GoPro shoot all in an effort to change the way we see cocktails... P.S. The GoPro withstood the fire!

- @blackenedamericanwhiskey
- @bad\_birdy
- @gopro
- @metalica (used with permission)
- @thehouseofmachines\_la

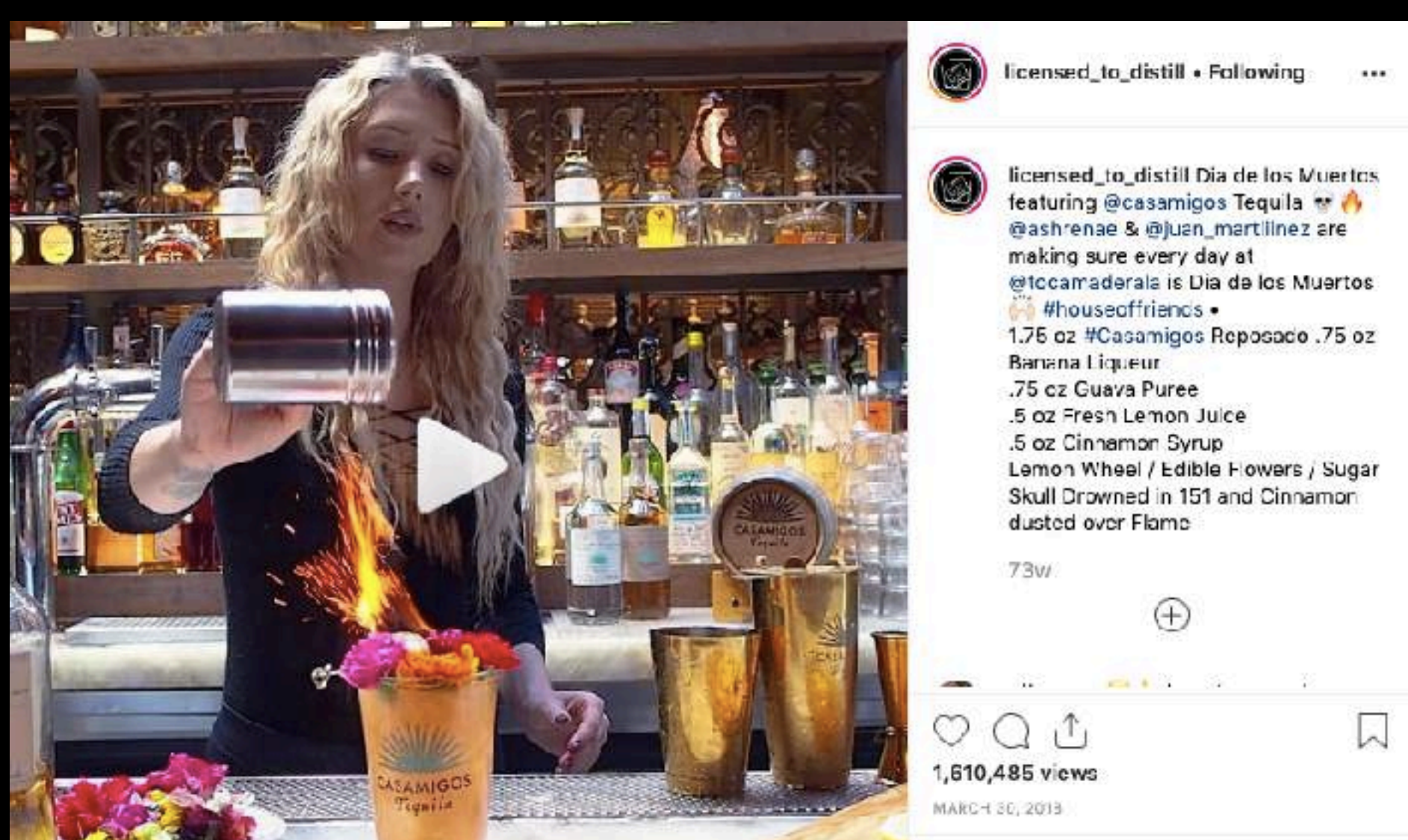
Drink Details: Blackened Whiskey, Nektar, Mint, Cacao, Absinthe.

#craft #crafted #cocktail #cocktails #craftcocktail #craftcocktails #ford

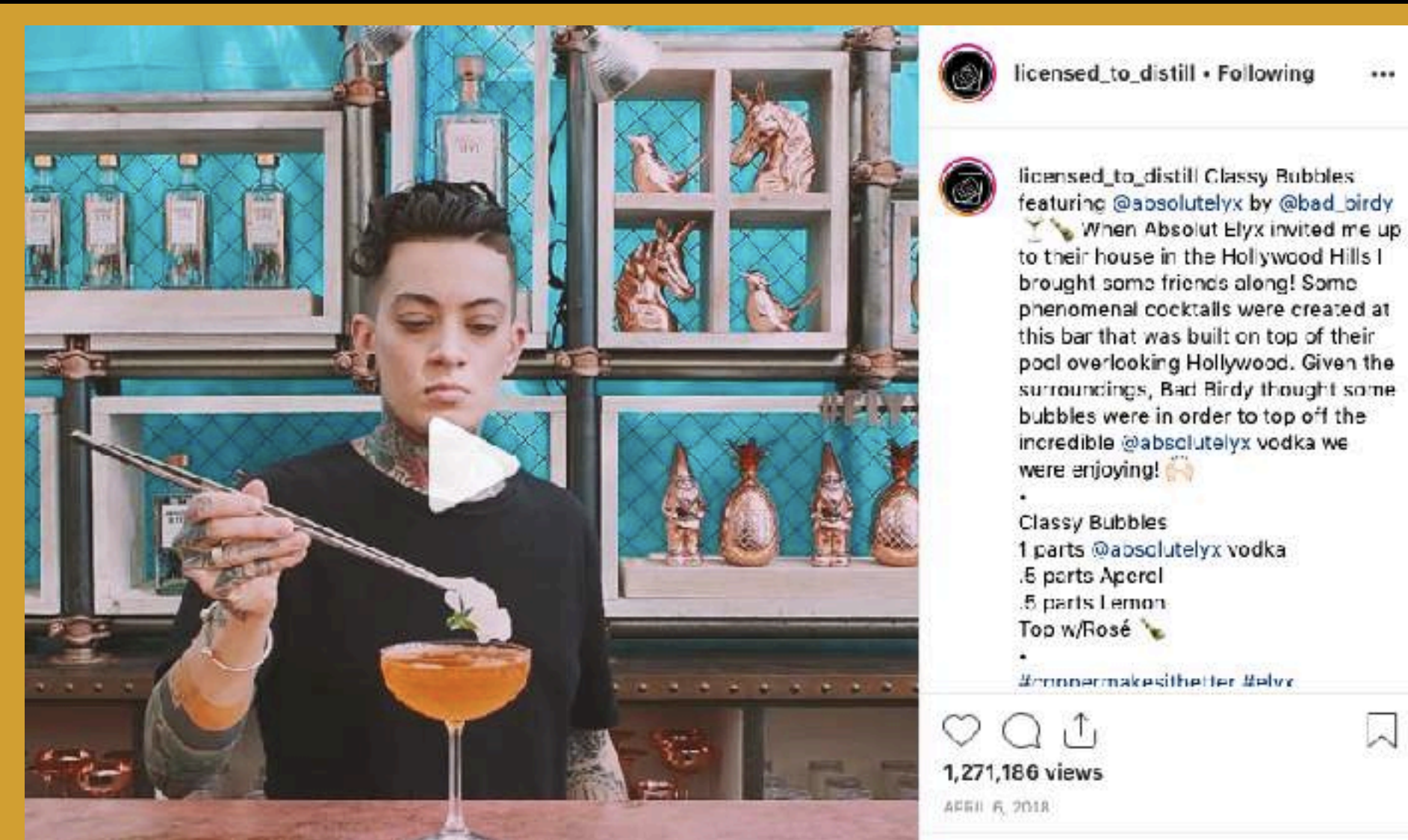
534,978 views

MARCH 25

Blackened Whiskey



**Casamigos Tequila**



**Absolut Elyx**



**Barr Hill Gin**



**Volcan Tequila**



See Our Work For Yourself



[www.licensedtodistill.com](http://www.licensedtodistill.com) | [info@licensedtodistill.com](mailto:info@licensedtodistill.com)