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CREATING A SIGNATURE DRINK FOR ADDED PROFITS

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- ◆ What do you think of when you see these images?

shamrock shake returns

Not a Shamrock Shake until



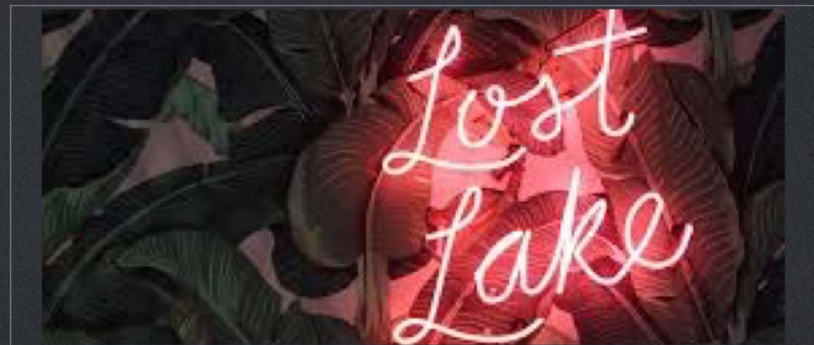
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WHAT IS A SIGNATURE COCKTAIL?

- ◆ A cocktail that an establishment is really known for "inventing", showing off or perfecting









- ◆ Tony Jaro's, Minneapolis, MN - "The Greenie"
- ◆ Buena Vista, San Francisco, CA - Irish Coffee
- ◆ Erin Rose, New Orleans, LA - Frozen Irish Coffee
- ◆ Arnaud's, New Orleans, LA - French 75
- ◆ Lost Lake, Chicago, IL - Tiki Bowls



THERE IS NO TRUE DEFINITION OF THE SIGNATURE COCKTAIL



- ◆ Glassware
- ◆ Garnish
- ◆ Themed
- ◆ Perfect???
- ◆ Price???



HOW MUCH DOES COST MATTER?

- ◆ Cost should help us with profitability
- ◆ Cost should be a combination of what the guest is willing to pay and your target costs
- ◆ Cost or idea could be a bridge to more cost effective items if there is a higher cost on the signature cocktail

IS THIS MARKETING?





YES IT IS!

THANK YOU!
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