

# Premium Spirits Distribution

B2B Market Entry Strategy for Premium Tequila

**38+**

Venues Mapped

**7+**

Hospitality Groups

**90-Day**

Rollout Plan

**10**

Venue Buckets

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## STRATEGY

Complete market entry playbook for premium tequila brand targeting Atlanta and Miami on-premise accounts. Strategic venue grouping by concept type rather than treating 38 venues individually — creating scalable, repeatable pitch approaches.

## VENUE SEGMENTATION

- Wine-Forward Lounges: Tequila as culinary spirit, chef-approved positioning
- Luxury Hotel Bars: Premium house tequila and signature cocktail anchor
- Vibe Dining Concepts: Instagram-ready moments, influencer activation
- High-Volume Rooftops: Tourist traffic, batch cocktail efficiency
- Bottle Service Nightclubs: VIP upgrade positioning, LED presentation

## PRICING ARCHITECTURE

Complete margin analysis from wholesale to menu price. Target pour cost 18-22%, cocktail pricing \$16-22, bottle service \$450-900 depending on venue tier. Pricing calibrated to each venue bucket.

## DELIVERABLES

- Venue-by-venue pitch strategies with specific angles and close levers
- Hospitality group contact mapping
- Staff training and tasting protocols
- 90-day rollout timeline with milestones

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*Client and brand details confidential. Strategy documents available upon request.*