

p.i.n.k. THE VODKA LEADING THE ENERGY SPIRITS CATEGORY

ALL IN
GOOD
TASTE
WHAT'S IN
YOUR VODKA?

GIN
AN EXOTIC TWIST
ON THE CLASSIC



Color-wise, p.i.n.k. is clear, but the bottle is beautiful and p.i.n.k. is powerful, thanks to its infusion of caffeine and guarana. However, p.i.n.k. is also a smooth operator, thanks to its pure Holland water and five-times distilling process, and it has no added flavor making it a perfect match with any mixer. In a beverage market that leans more and more towards fads and fancy, p.i.n.k. seems to have the right stuff when it comes to real staying power. One jaunt to the provocative web site and you'll immediately know real men fall squarely into p.i.n.k.'s marketing radar, as do women and as do sophisticated consumers of all ages. According to CEO David Mandell, "p.i.n.k. is not just a versatile ultra-premium product, but a genuine revolution in the beverage industry."

Although clear in color, p.i.n.k., in a matter of speaking, is red-hot when it comes to the emerging category of energy spirits, thanks to a mix of sexy imagery in marketing, creative on-premise thinking, sophisticated cocktails and a product that is smooth, appealing and versatile.

"We're differentiating ourselves a number of ways," affirms Mandell. "The product itself is completely unique...there's nothing else like it in the world. We are the first company in the world to transform alcohol from something that inherently makes you tired into something that no longer makes you tired, and without adding any additives, sugar, color or carbs. This means a consumer can have a martini, your brunch cocktail, your dessert cocktail, your drinks by the pool, your cocktail on the golf course or your shots and not worry that you will be put to sleep. That's the beauty of what we have done, and it is truly revolutionary. Our motto is, 'Why would you drink anything else?' In other words, unless you're ready to go to sleep, why would you want to drink anything else but a p.i.n.k. cocktail? This concept has a huge appeal, especially since the intensity of what keeps you awake is equivalent to one half to three quarters of a cup of coffee. The outcome is a pleasurable drinking experience on all counts."

Appropriately energized...and energetically, Mandell drives his message home by elaborating on how his company has successfully brought the brand to the market in a way that is truly different, from the way they positioned the brand over and above the fact that it is a premium product. Since the launch, p.i.n.k. has scooped up a number of industry awards for the packaging and its contents, including the 2006 American Graphic Design Award for the bottle design, 2006 Beverage Dynamics Awards for the bottle design and website, and the 2007 Cooperate Identity Award for the bottle design. Likewise, he projects that the company will be earning even more industry awards in 2008 and beyond, thanks to their new POS and the launch other new products under the p.i.n.k. brand that will be hitting stores in the next year. (more on that later).

"We have built a great infrastructure within the company," Mandell points out. "We started out with three people and have now grown to a force of seventeen people. Our strong sales force in our key markets are out there on the streets working with our on- and off-premise accounts, providing them with continuous great customer service that is key in





David Mandell, CEO, The p.i.n.k. Spirits Company

and every restaurant account in this country a way to make money that no other product can offer—rooted in our unique cocktail menu and an expert mixologist that can custom design cocktails for a specific restaurant. The overall menu is very complete and offers consumers everything they could ever want with p.i.n.k., from brunch cocktails to Cosmopolitans, low-carb cocktails, dry or dirty martinis and even a separate menu of special martinis tailored for a specific genre of restaurant. Better still, we are taking the notion of people needing to follow a cocktail up with a cup of coffee, and replacing it with a cocktail that can accomplish both without adding additional sugar or caffeine.”

Even with the product’s lively look and even livelier effects, Mandell stresses that the concept is also attracting consumers in the over 35 demographic because of two key factors. On one hand, he points out p.i.n.k. stands up on its own in terms of the vodka’s quality—it’s 80 proof, distilled five times, 100% Dutch winter wheat. All these things contribute to having a great product. Secondly, functionally, p.i.n.k. is a product that that demographic understands and has a need for—intensity. “Everybody in that age group is used to going out, having dinner, having a drink at dinner and following it up with a cup of coffee,” he says. “Why? Because they are trying to accomplish the same goal with a cocktail that does not put you to sleep, as well as appeal to taste and quality. And we’ve made attaining that goal easier by changing the alcohol so it is that much more versatile.”

In California, Mandell notes that in

keeping with their widespread-but-upscale appeal, key on-premise accounts include some of the state’s hottest destination restaurants, including Ma’kai, Chocolat, Eleven, EastWest, Vanguard, One Sunset, Hamburger Mary’s, Les Deux, Social Hollywood, Shag, Red Rock and Parc. On the on-premise end, they have forged strong alliances with powerhouses such as Ralphs and BevMore. Mandell, meanwhile, points out that high profile celebrity and charity events in Los Angeles, San Francisco have bolstered the brand for the state. Furthermore, p.i.n.k. is also selling in almost every hot Orange County clubs/bars’ including Sutra, TEN, Shark Club, Kantina, Fury, Sejour, Chronic, Camelot and Vegas. And speaking of Vegas, our promotion activity Las Vegas has stimulates (no pun intended) our California business thanks to the response at places like the Hard Rock Hotel, Red Square at Mandalay Bay, Luxor and MGM Grand.

“In the last few weeks, we did Laura Day’s book signing at the opening of One Sunset, the major celebrity fundraiser for St. Jude’s Hospital hosted by the cast of NBC’s Heroes, and actor Chris (“Fantastic Four”)



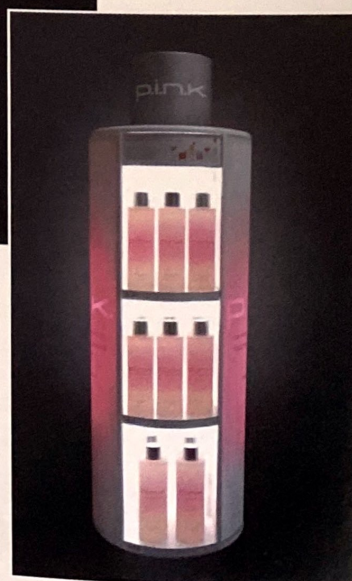
Evans’ birthday party,” says Mandell. “Demi Moore, Jennifer Anniston and other celebrities have appeared in the entertainment press enjoying p.i.n.k. cocktails. If you open this week’s InTouch, you will not only see coverage of Chris Evans’ party, but also photos of Jay Z and Beyonce enjoy-

ing p.i.n.k. cocktails at an exclusive party at the Stereo Estate in the Hamptons, which although across the country, makes news in Hollywood. On the off-premise end, we’ve got one very ambitious campaign going with Pink Dot Stores, where we are prominently featured on the cover of the Pink Dot menus in L.A. The California Team has done a superb job securing these key, high profile accounts for us.”

Although exposure and proliferation of p.i.n.k. is happening at lightening speed, it is important to note that it took about two years to develop the initial vodka product with a leading specialist to remove guarana’s dark color and bitter flavor and isolate the component that energizes people, and infuse it into the vodka without altering its clean taste. However, now that the brand has made its presence known, it was just a matter of time before the category expanded into something bigger than the sum of its parts.

“We’ve created a whole new category of spirits,” declares Mandell. In addition to the Vodka, we have also developed Tequila, Sake, Rum, Gin and White Whiskey (for Asia only) that will be hitting stores and restaurants within the next twelve months, all with the p.i.n.k. brand, and expanding the dimension of what we have accomplished with the Vodka—being able to create every kind of cocktail imaginable. This can only continue to drive the p.i.n.k. revolution. The name is an acronym, an internal company secret, that adds to the mystique. However, what the customers see they really like—a product that itself is clear, not pink, but the pink glow that comes through

the bottle represents a fashionable energy, and intensity inherent the product. The pink glow of the bottle is about being alive, which is the p.i.n.k. experience, and its exciting to a male demographic. Beyond that, however, it has such widespread appeal because it represents something high end, fun and fashionable.” ■



GOING FULL CIRCLE: 360

The world's first environmentally-friendly distillation process and clean flavor adds a new spin to the American vodka production industry.

BY ELYSE GLICKMAN



McCormick Distilling Co. and Premier Beverage Co. created a splash this year when they launched 360 Vodka, the world's first environmentally-friendly vodka, in Florida. Developed and distilled out of a philosophy for producing products that will protect Earth's resources, 360 Vodka applies advanced eco-friendly production and packing processes currently unprecedented in the spirits industry. This year, 360 Vodka arrived on California's shores, not surprisingly, with an equally upbeat reception.

Although not organic, 360 Vodka uses traditionally harvested local grain due to its vast potential for long-term environmental sustainability. The vodka in every bottle is distilled four times and filtered five times through a highly energy-efficient process. Every bushel of grain is fully utilized and nothing gets wasted, resulting in a vodka with an exceptionally clean and silky-smooth finish that parallels its eco-friendly vision.

It is important to note that 360 Vodka's state-of-the-art distillery was recently upgraded to reduce fossil fuel energy usage by 21 percent, which meets or exceeds all U.S. EPA air and water quality standards for modern distilleries. Volatile organic compounds that contribute to air pollution (VOCs) have been reduced by 70 percent and sulfur dioxide emissions by 99 percent in the production process. Moreover, fugitive dust particulates have been reduced by 50 percent in a production process that uses up to 250 percent less fossil fuel energy than traditional "pot distilled" products.



The product's environmental efforts continue through to the packaging, thanks to a stylish but industry-leading 85 percent recycled content glass container (70% post consumer use). As for labeling, packaging and promotional materials, meanwhile, 360 Vodka uses 100 percent recycled paper and cardboard along with water-based inks vs. petroleum-based printing inks, while outer shipping boxes consist of 100 percent recycled cardboard and are designed to promote infinite carton use. In addition, each bottle features a recyclable flip-top closure that can be mailed in for re-use via a postage paid envelope. This helps lessen landfill waste while conserving natural resources used in the production of new closures.

"We are proud to introduce a 100 percent American vodka produced and distributed in an environmentally friendly manner," said Bill Sullivan, regional vice president southeast division, McCormick Distilling Co. "We have already begun to receive a fantastic response from retailers and are excited about the contributions 360 Vodka will make in helping to preserve natural resources."

"Given the clear commitment to environmental stewardship that 360 Vodka demonstrates, we are very pleased with the opportunity of partnering with this visionary company," adds Coastal Conservation Association (CCA) Florida CEO Rob Hendricks. "By dedicating their business practices to a course that helps protect earth resources, as well as fishery resources, 360 Vodka exemplifies the level of corporate accountability that is greatly needed."