

# CEDAR RIDGE DISTILLERY GROWTH

Strategic Plan Overview



Prepared by: Victory Spirits Brands



Confidential



# VSB IS UNIQUELY QUALIFIED TO SUPPORT YOUR BRAND

We offer strategic knowledge, a full understanding and the support to empower you to manage your own brand destiny.



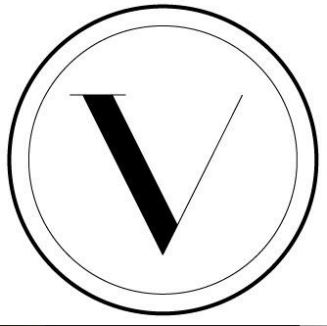
# Cedar Ridge at a Crossroads?

## Distribution

- Don't want to lose shipments, but need greater distribution.
- Managing the MBWS relationship to the benefit of Cedar Ridge.
- Past results do not warrant new rewards. (i.e. granting USA DA.)

## Growth

- Management of targeted distribution for long-term profitable growth.
- Tactically increase trial and purchase of product.
- Design new routes to market with 360 degree strategy for brand.



# Sales & Distribution Keystones

## USA Sales and Distribution



- Route to Market Distribution Channel Review/Management
- Quarterly Management Plan
- 90 day performance action plan
- Regional Key Market Footprint Plan
- Key Channel and Account Strategy with Activation Platform
- Design 360 marketing platform

## Growth Expansion



- Define 3 year Business Strategy
- Maximize Brand Value and ROI
- Domestic & Global Exploration
- Explore Company Partnership with Industry Leaders
- New Product Expansion

## Strategic 2020 Options



- SWOT Analysis
- Define 3 year plan with Shipment & Depletion Yearly Defined Targets
- Evaluate Net Sales Value Return on Investment
- Cross Reference to Marketing Lifecycle



## Strategic and Creative Marketing for Cedar Ridge Brand and Distillery.

### USA EXPANSION PLAN

- Unlock the powerful **brand story** potential of Cedar Ridge Whiskey to support wider regional national account sales.
- Refine target and content strategy for digital channels (web, social, video) to align with sales objectives.
- Review and assess existing and available asset resources to **leverage for cost efficiency**.
- Develop plan to increase engagement of key influencers to drive awareness, appeal and anticipation.
- Structure a brand ambassador as well as bartender engagement program.
- Develop a **key market/Key account** launch program, the budget to support it, and the team to implement successfully.

Develop

Implement

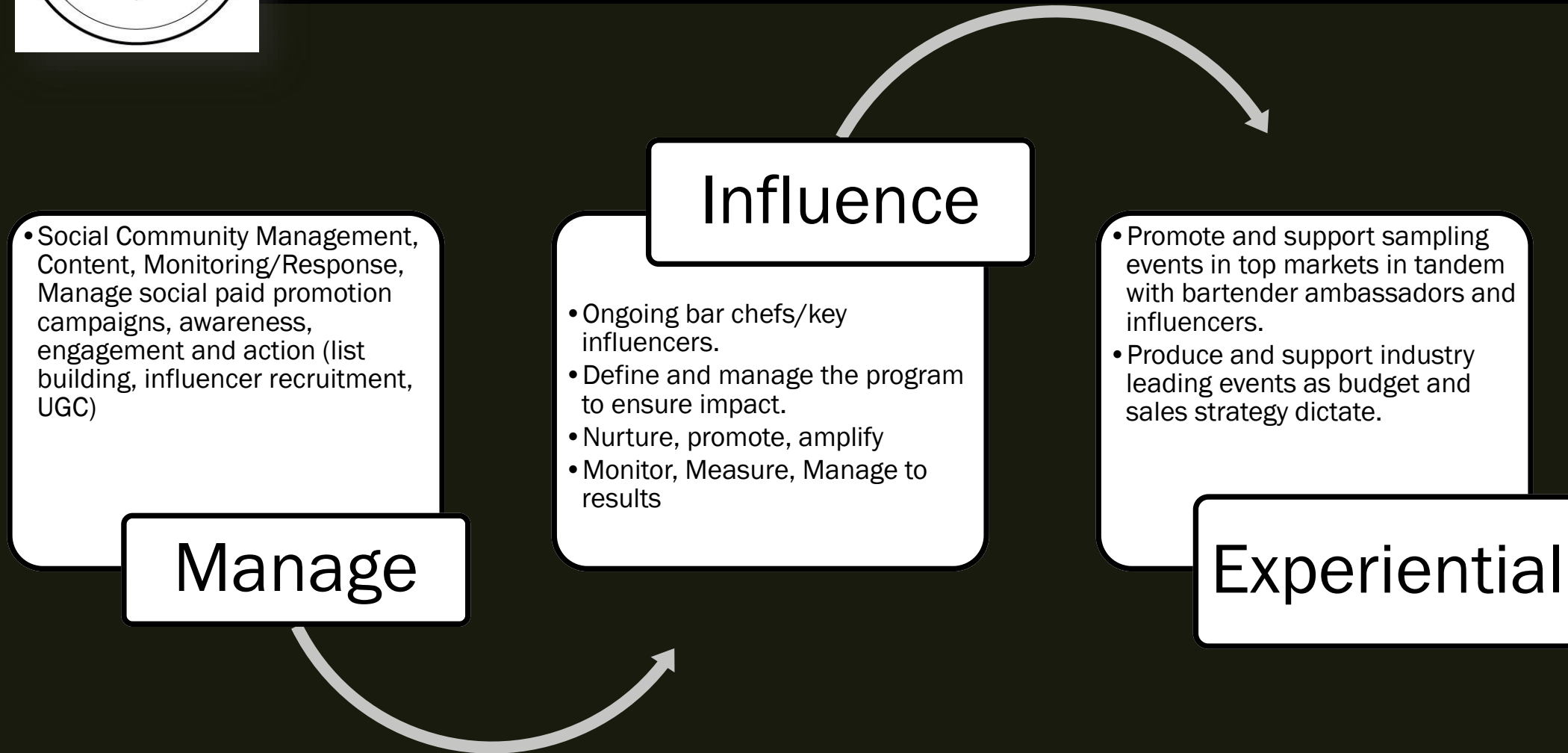
- Creative, design and support options for redesign of web site and ongoing social promotion campaigns.
- **Brand Influence:** Social community management, monitoring, response and pro-active brand participation in high profile conversations and groups.
- Identify, recruit and support **bartender ambassadors** in key markets to overlay with **sampling events** and opportunities.

- **Route to Market:** Ensure brand messaging consistency across all platforms and activities.
- Identify, recommend and manage key industry opportunities and events to accelerate growth.
- Options to provide PR, Event Management, Online training to support the brand build effectively.

Brand Build



# Options for Ongoing Marketing Activation Support





# The VSB Advantage:

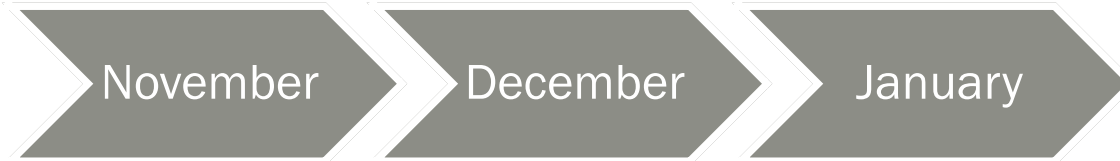
## Access to Experience and Scalable Resources

### ■ Initial Development Phase

- *MBWS liaison*
- *Sales Management*
- *Financials and Forecasts*
- *Marketing Alignment*
- *Guidance and Advisory*

### ■ Growth Management

- *Outsourced senior level management*
- *Leveraging experience of a team*
- *Scalable resources and options for tactical and creative support to achieve goals*



Proposed:

1. 90 Day Strategic Assessment and Action Plan

**CRITICAL TIMING**

Proposed:

2. Ongoing management and support for growth

# Scope, Tactics and Budget

## Tactics to review and align Cedar Ridge for future Growth

Tactic 1	Tactic 2	Tactic 3	Tactic 4
<ul style="list-style-type: none"><li>• Review MBWS Ways of Working</li></ul>	<ul style="list-style-type: none"><li>• Distribution Sales with 3<sup>rd</sup> Party Route to Market Strategy</li></ul>	<ul style="list-style-type: none"><li>• 360 Marketing Plan with Efficiency Review and Recommendations</li></ul>	<ul style="list-style-type: none"><li>• Evaluate and Adjust for 2018-2020 Plan and options for ongoing VSB support.</li></ul>

Start date: November 1, 2017 through January 31, 2018  
Project Estimate: \$43,000.00\* investment to activate and complete.  
Additional marketing spend based on re-allocation of identified budget lines.

\* Does not include an estimated \$7000 in travel expenses





# Action Plan Timeline

## November

- Announce by J. Quint New Alignment-Oct 30
- MBWS-Prepares  
Financial Profitability/Pricing/Account  
Sold/Competitive Analysis-Nov 7
- 2017 Review/2018 Target Meeting Nov 13
- MBWS/CR Define New Competitive Set &  
Action Plan
- Quarterly Shipment and Depletion Plan  
Defined
- Strategy and Tactical Review completed and  
agreed with MBWS by week of Nov 27
- Quarterly Management meeting put into  
place with Monthly Management pack to  
evaluate performance
- MBWS expected to participate 50/50 in all  
incentive going forward.

VBS as management consultant will review deliver plans and implementations of targets to CR by final sign off of J. Quint by 11/30/17

## December

- CR/VSB request attendance at all  
quarterly ELT review meeting with  
Distributor network first week in  
December
- Benchmarks put into place for expanded  
distribution via ACV/AS /Depletion  
Targets
- Key Account Targets as set by CR/VSB will  
implemented in key markets
- CR/VSB to evaluate route to market of  
MBWS relationship vs options
- CR/VSB to evaluate MBWS marketing &  
sales team for performance and  
competency

COMPLETION DATE WEEK of DECEMBER 17

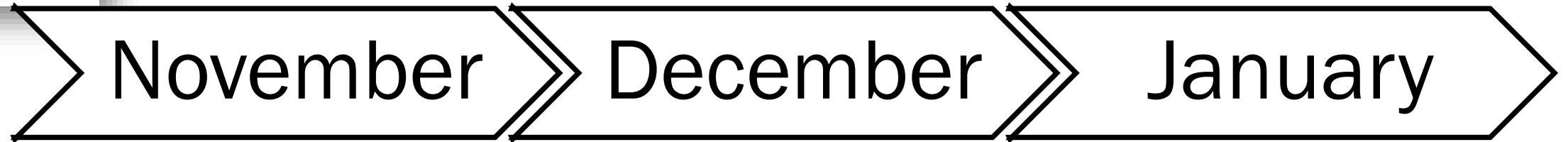
## January

- Quarterly On Premise Drink  
Strategy to be implemented with  
MBWS and support of MBC to drive  
drink platform on quarterly basis
- On Line Research Element  
implemented to measure and track  
Brand and MBWS Performance
- Implement Brand Ambassador  
Program Test
- Implement Event/Consumer  
engagement strategies

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# Simultaneous Action Plan Timeline



- Review and assess marketing resources, agency capabilities and costs.
- Brand audit, review social, web, video and relevant collateral.
- Develop and strengthen the brand story (core story arc, copywriting and competitive positioning/messaging)
- Identify target markets and audience demographics and interests in alignment with USA expansion priorities.
- Determine the needs and best resources for ongoing marketing, including web, social, video, brand campaigns, influencer programs and potential sampling events and related
- Define the roles, responsibilities of each key stakeholder
- Develop the content strategy and overall marketing plan and budget requirements, as well as recommendations to re-allocate as necessary to achieve intended results.

- Finalize Sales, Marketing Plan and ongoing scope of VSB management advisory and implementation services.
- Evaluate and Adjust for 2018-2020 Plan

# THANK YOU FOR THE OPPORTUNITY TO GROW YOUR BRAND

The Victory Spirits Brands Team  
*Al, Michael S., Arielle, Walter, Albro and Mike P.*