

**blank.**  
[gluten-free] • farm *vodka*



2021 | EXPRESS YOURSELF DECK



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*vodka*

40% ALC. / VOL. (80 PROOF) 750ml MADE IN AMERICA

Bottled by Anonym Bottle Co., Greenport, NY

a vodka you should f#@k with

Our vodka is all about **YOU**. We have created a high quality, affordable vodka where the label has been left primarily blank. On one hand, the label represents the purity of the spirit, while on the other, leaves you with the opportunity to express yourself through our bottle.

***"I'm not a vodka person, but this is actually good."***



## Charles Sachs | Co-Founder

Former Chief of North East for WhistlePig Whiskey

Account Development Specialist for Diageo & Moët  
Hennessy brands at Connecticut Distribution, Inc



## Samuel Hirsch | Co-Founder

Former Director of Marketing & Brand  
Partnerships at Sovereign Brands  
(Armand de Brignac Champagne, Luc Belaire,  
Bumbu Rum, McQueen & the Violet Fog Gin)

# Why blank.?

- High quality, affordable price point
- High gross profit for retailers
- Priced to move on premise
- Our vodka gives the user or establishment complete control to express themselves and customize



## Product Details

- Gluten-Free
- Made in America
- Certified Kosher
- Allergen-Free
- Keto Friendly
- No Sugar Added



## farm to city...

Our distillate is produced using the finest Missouri yellow corn and then transported to Greenport, NY to be brought to solution using the nation's best water. UV light and charcoal filtering play a role in creating our smooth finished product.



# Why Partner With Us?

We care about our consumer

Our **blank.** canvas gives anyone the opportunity to express themselves

High margin for retailers and restauraners

Making vodka fun again

Its not about us, it's about you





# Pricing Advantage

	FRONTLINE (1/btl) 750ml	BEST DEAL (1/cs) 9L
DISTRIBUTOR FOB	\$8.55	\$102.60
DISTRIBUTOR LAID IN COST (approx.)	\$9.35	\$112.20
PRICE TO TRADE	\$17.99	\$162.60 (\$13.55/btl)
DISTRIBUTOR GP	48%	31%





# OFF-PREMISE STRATEGY

**MSRP: \$19.99/btl**

\$19.99/btl MSRP means a 32% gross profit at the retail level.

BRAND 750ml	FRONTLINE	BEST DEAL	MSRP	PROFIT	RETAIL GP
Absolut	\$25.33	\$14.40	\$17.99	\$3.59	20%
<b>blank.</b>	<b>\$17.99</b>	<b>\$13.55</b>	<b>\$19.99</b>	<b>\$6.44</b>	<b>32%</b>
New Amster	\$11.73	\$10.57	\$13.99	\$3.42	24%
Skyy	\$16.40	\$11.60	\$14.99	\$3.39	23%
Smirnoff	\$14.09	\$10.35	\$12.99	\$2.64	20%
Stoli	\$24.01	\$15.71	\$19.99	\$4.28	21%
Tito's	\$20.25	\$15.78	\$19.99	\$4.21	21%



# OFF-PREMISE STRATEGY (cont.)

Bring “**express yourself**” to Life.

- Liquor store label calligraphy
- On site artist bottle design
- Shelf talkers
- Case stacker
- Dry erase markers so everyone can  
“**Fill in the Blank**”







Consumer Submitted Bottle Artwork

# On-Premise Strategy

The Price is the Point. Compare.  
Premium Well to First call.

BRAND 750ml	FRONTLINE	BEST DEAL	COST PER OZ.
CROP HARVEST	\$19.91	\$14.91	\$0.60
<b>blank.</b>	<b>\$17.99</b>	<b>\$13.55</b>	<b>\$0.53</b>
KETEL ONE	\$19.91	\$19.91	\$0.79
TITO'S	\$17.76	\$17.76	\$0.65

In the well, behind the bar or on the table,  
**blank. expresses.**





# ON-PREMISE STRATEGY *(cont.)*

**blank.** is more than a vodka, it's an experience.

**blank.** can provide bars, restaurants, lounges, clubs, etc. with custom labels they can apply to their bottles of **blank.**

Bartenders / staff can “repurpose” bottles to hold infusions, cocktail ingredients, etc.

Bottles can be used to display specials, happy hour features, etc.



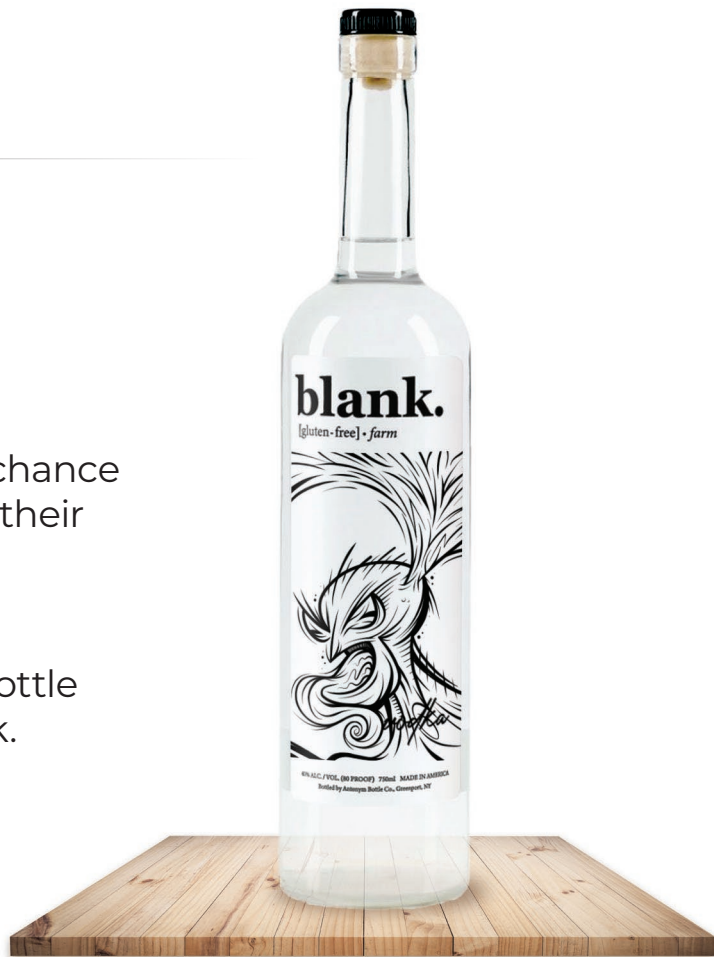
# Marketing Campaign

## blank. Canvas Promotion

Set yourself apart. Take our **blank.** canvas and *"Make it Yours"*.

**blank.** fans can submit their own label artwork for a chance to win a limited production run of blank. bottles with their artwork.

The winner gets an exclusive blank. Special Release Experience, a dinner with friends and family for the bottle reveal party at exclusive local location with craft blank. cocktails served.





# E-commerce | Bespoke blank. bottles

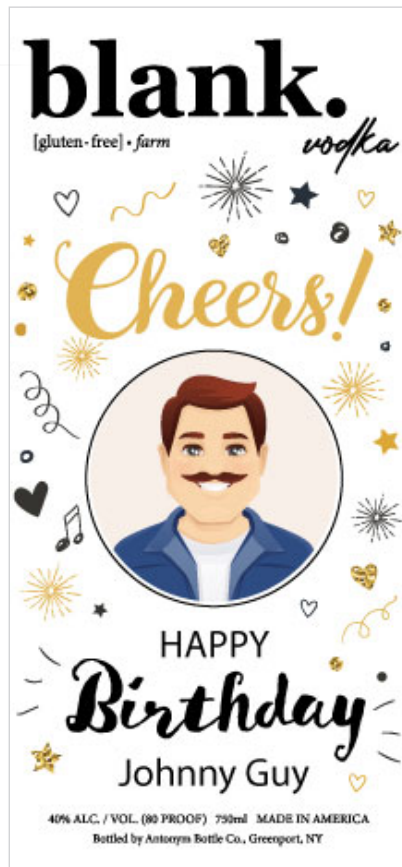
## Express Yourself on Our Website.

**blank.** website to feature a user friendly bespoke bottle experience.

Consumers can customize labels when ordering bottles of blank.

Make it Yours for any occasion:

- Weddings
- Birthdays
- Engagements
- Bar-Mitzvahs
- Bachelor Partys
- Charity Events
- College Graduations
- Anniversaries



# Public Relations

**blank.** has partnered with Electric Public Relations agency to secure relevant media placements upon launch of the brand. Electric has a successful track record of strategic media placements for new and established beverage alcohol brands.

## Past Placements:

**NYLON**

**COMPLEX**

**COSMOPOLITAN**

**Forbes**

**GQ**

**Robb Report**  
MAGAZINE FOR THE LUXURY LIFESTYLE™

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*vodka*

40% ALC. / VOL. (80 PROOF) 750ml MADE IN AMERICA

Bottled by Antonym Bottle Co., Greenport, NY



**EXPRESS YOURSELF**

Why did we  
leave the  
label blank?

Because it's  
not what the  
vodka says  
about us, it's  
what it says  
about you.

**blank.**  
[gluten-free] • farm  
vodka

40% ALC/VOL (80 PROOF) 750ml MADE IN AMERICA  
Bottled by Henninger Bottle Co., Glenview, IL

more blank. recipes visit [blank.com](http://blank.com)

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40% ALC. / VOL. (80 PROOF) 750ml MADE IN AMERICA

Bottled by Antonym Bottle Co., Greenport, NY

## Product Specs

### 9L Case Specs:

Shipper Dimensions: (l) 12 (w) 9.5 (h)  
13.5 - 1 9L case

Pallet Dimensions: (l) 40 (w) 48 (h)  
87 - 60 9L cases / pallet

40% ABV (80 Proof)

UPC Code: UPC 6 87051 79641 2



40% ALC. / VOL. (80 PROOF) 750ml MADE IN AMERICA  
Bottled by Antonym Bottle Co., Greenport, NY





## Contact

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e x p r e s s                      y o u r s e l f

