



CASE STUDY

REVIVALIST GARDEN GIN

PREMIUM BRAND POSITIONING & STRATEGIC INVESTOR COMMUNICATION



THE CHALLENGE

A rapidly growing premium spirits brand with strong product quality, awards, distributor relationships, and retail traction, but the existing materials focused on product details while undercommunicating the brand's true strategic value and long-term potential.



STRATEGIC SHIFT

FROM:

A craft gin company.



TO:

A differentiated premium lifestyle brand with scalable market potential.

STRATEGIC APPROACH



01 | DIFFERENTIATED BRAND POSITIONING

Rebuilt the narrative around distinct ethnobotanical differentiation, elevated packaging, premium experiential branding, and modern luxury positioning.



02 | INVESTOR & GROWTH NARRATIVE

Restructured investor materials to clearly communicate scalability, distribution expansion, multi-channel strategy, and long-term enterprise value.



03 | COMMUNICATION SIMPLIFICATION

Streamlined complex information into a clear, concise, and visually compelling narrative that enhances readability and executive impact.





DELIVERABLES



INVESTOR PRESENTATION REDESIGN

Restructured narrative and premium visual design.



STRATEGIC BRAND NARRATIVE

Defined positioning, identity, and brand story.



MARKET POSITIONING REFINEMENT

Clarified differentiation and competitive advantage.



EXECUTIVE COMMUNICATION SUPPORT

Executive summaries, talking points, and leadership decks.



SALES PRESENTATION MATERIALS

Crafted compelling sales story and value propositions.



DISTRIBUTION COMMUNICATIONS

Developed distributor-facing story and support materials.



PRICING STRATEGY COMMUNICATION

Positioned value and pricing with strategic clarity.



BRAND STORYTELLING SYSTEMS

Created consistent brand story and messaging pillars.

OUTCOME

- ✓ Elevated overall brand perception and premium market identity.
- ✓ Strengthened investor-facing positioning and growth narrative.
- ✓ Improved strategic clarity across investor, sales, and distribution materials.
- ✓ Simplified complex market communication for stronger audience engagement.
- ✓ Positioned the company as a scalable premium lifestyle brand with long-term enterprise value.



VISUAL PROOF: SANITIZED INVESTOR DECK & BRAND MATERIALS

BUILT ON NATURE. CRAFTED FOR MODERN LIFE.

A premium brand with scalable growth ahead.

DISTRIBUTION EXPANSION

Multi-channel growth strategy

- ON-PREMISE
Premium bars & restaurants
- RETAIL
Premium spirits retailers
- DIRECT-TO-CONSUMER
E-commerce & brand customers
- GLOBAL MARKETS
Strategic international expansion

PROJECTED DISTRIBUTION GROWTH

ETHNOBOTANICAL DIFFERENTIATION

Unique by nature. Rooted in purpose.

- CURATED BOTANICALS
- SMALL BATCH DISTILLED
- AUTHENTIC CRAFTSMANSHIP
- MODERN LUXURY APPEAL

FINANCIAL OVERVIEW

Strong foundation. Scalable growth.

REVENUE GROWTH CAGR	GROSS MARGIN EBITDA
48%+	53%+
DISTRIBUTION PARTNERS	MARKET OPPORTUNITY
500+	\$XXB+

Consistent growth. Expanding reach. A premium brand built to lead.



CORE COMMUNICATION PRINCIPLE

Great brands are not built only through products.
They are built through perception, clarity, and narrative consistency.



THE STRONGEST INVESTOR AND BRAND MATERIALS CREATE CONFIDENCE BEFORE A SINGLE NUMBER IS DISCUSSED.