

Brand Confluence Strategy

(Bang Voice Recordings • Van Winkle Communications Web Services • Beast of Bourbon Distillery Services • Menu Movers Fine Dining)

Core Idea

Unite premium craft, storytelling, and hospitality technology under one connected ecosystem. Each brand contributes to a single mission: creating sensory, story-driven experiences that guests can taste, hear, and share.

Shared DNA

- Craft & Sensory Luxury — fine dining and bourbon authenticity.
- Voice & Storytelling — audio content and brand narrative.
- Technology & Service — digital menus, guest engagement, and communications integration.

Together, they deliver “taste + story” experiences for restaurants, distilleries, and event partners.

Collaborative Opportunities

1. Branded Experience Packages — combine Beast of Bourbon releases, Menu Movers digital menus, Bang Voice recordings, and Van Winkle PR campaigns.
2. Tasting + Story Events — live bourbon dinners with narrated audio experiences.
3. Audio Menus — narrated tasting menus and ambient soundtracks.
4. Content + Commerce — storytelling funnels for bourbon sales and loyalty.
5. Corporate Gifting Kits — bottles, digital tasting content, and branded hospitality assets.

Brand Roles

- Bang Voice Recordings — creates the sound of the experience.
- Van Winkle Communications — tells the story.
- Beast of Bourbon — produces the flavor.
- Menu Movers (TableTag.com) — delivers the interaction.

Brand Architecture Options

- Umbrella / Collective: “Van Winkle Collective” as parent.
- Endorsed Brands: unified by “A Van Winkle Company.”

Immediate Action Plan

0–30 Days: Decide structure, secure domains, draft co-branded offer sheet.

31–90 Days: Pilot with one Louisville restaurant — digital menu, audio tasting, and bourbon release.

91–180 Days: Expand to 5 venues, launch podcast + gifting line, formalize partnerships.

Sample Positioning

“We tell the story you taste.”

A Van Winkle Collective experience — where bourbon, dining, and storytelling meet.