



STOLI DIPLOMAT MD/DC HIGHLIGHTS

Best of 2012



MD/DC STOLI DIPLOMAT BEST OF 2012

NOTABLE NEW POINTS OF DISTRIBUTION

- The Get Down- Hot & Sticki – The Get Down is one of the most popular night clubs in Baltimore.
- The Rowhouse Grille- Indulgent flavors – The Rowhouse Grille is a very popular bar for locals and sports fans in the Federal Hill area of Baltimore.
- Rams Head Live- Hot & Sticki – Rams Head Live is one of the largest concert venues in Baltimore.



Back bar at The Get Down



Stoli Indulgent Flavors at The Rowhouse Grille



Hot & Sticki Bottle Service at Rams Head Live

THE MOST
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PEOPLE

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Stoli

MD/DC STOLI DIPLOMAT BEST OF 2012

BEST/MOST SUCCESSFUL MENU PLACEMENTS OF 2012

- Local 16, Salted Karamel, Stoli Salted Karamel, Sour Apple Pucker, Cranberry – Local 16 is a very popular restaurant, happy hour spot and night club in the U St area of DC.
- City Cafe, Salted Karamel, Stoli Salted Karamel, Domaine de Canton Ginger Liqueur, Local Apple Cider – City Café is the most popular LGBT Dining spot in Baltimore.
- Alexander's Tavern, Gala Apple, Vanil, Blueberi, 80, Salted Karamel, Razberi, Recipe #1: Stoli Gala Apple, Stoli Vanil and a splash of cinnamon syrup. #2: Rum Chatta, Stoli Blueberi, cinnamon simple syrup, cream fresh blueberries. #3. Stoli 80, olive juice, chipotle simple syrup, olive garnish. #4: Stoli Salted Karamel, Kahlua, cream, splash of coke. #5: Stoli Blueberi, simple syrup, muddled lime, blueberries, mint, seltzer. #6: Stoli Blueberi, Stoli Razberi, lemonade, frsh blueberries. #7: Stoli Salted Karamel, apple juice, ginger ale – It was great to achieve so many Stoli placements on the menu of this great account in the very popular Fells Point area of Baltimore



Drink menu at Local 16



Drink menu at City Cafe



Drink menu at Alexander's Tavern

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BEST/MOST SUCCESSFUL DRINK FEATURES OF 2012

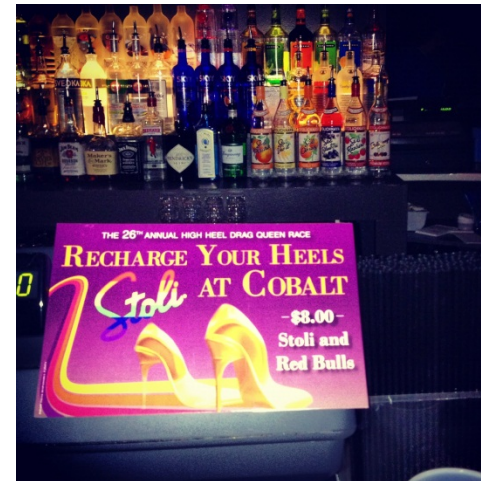
- Local 16, Salted Karamel, Chocolat Kokonut, Recipe #1: Stoli Salted Karamel, Sour Apple Pucker, Cranberry. #2: Stoli Chocolat Kokonut, hazelnut liqueur, cream, Crème de Cacao drop. – These two drinks were a huge hit for Halloween in this incredibly popular restaurant and nightclub in the U St area of DC.
- Policy, Blueberi, White Pomegranik, Recipe #1: Stoli Blueberi, Basil, Blue Curacao, Soda, Lime, Simple Syrup. #2: Stoli White Pomegranik, cranberry juice, mint, lime juice, simple syrup, soda – Consumers could vote for their candidate by buying the drink that represented them at this popular account in the 14th and U St. area of DC.
- Cobalt, Stoli 80, Stoli 80 and Red Bull – Stoli & Red Bull was a great hit at the most popular LGBT club in DC for the high heel race that attracted 100's of consumers.



Feature menu at Local 16



Drink Feature at Policy



Drink Feature at Cobalt



MD/DC STOLI DIPLOMAT BEST OF 2012

BEST STAFF AND/OR DISTRIBUTOR TRAINING OF 2012

- Dirty Martini – During Dirty Martini's Anniversary week Stoli participated in a mixology contest. There were over 400 industry professionals there.
- Ozio – It was the distributor launch party and happy hour with Hot & Sticki. Washington Wholesale loved the drinks we sampled and were excited to sell the product.
- Ocean City Trade Show – We were able to present our new flavors to the staff of many of the biggest beach accounts in Ocean City prior to the start of the season. In this way they started off the season with our new flavors in mind.



Dirty Martini



Ozio



Ocean City Trade Show



MD/DC STOLI DIPLOMAT BEST OF 2012

BEST STOLI POS MERCHANDISED ACCOUNTS OF 2012

- Dirty Martini– Dirty Martini is a fantastic restaurant and nightclub in the Dupont area of DC.
- Opera – Opera is a brand new and very trendy account in DC's K St area.
- Big Owl – Big Owl is a very popular waterfront tiki bar on Kent Island that is always packed during the beach season.



Martini glasses at Dirty Martini



Shakers and fruit trays at Opera



Neon at Big Owl



Ice sculpture at Dirty Martini



Ice bucket at Opera



Staff T-shirts and drink features at Big Owl



MD/DC STOLI DIPLOMAT BEST OF 2012

TOP 3 CONSUMER EVENTS OF 2012

- Multiple LGBT accounts in Baltimore, Baltimore Pride, Stoli Sponsored Baltimore Pride and Baltimore Pride Parade had over 10,000 attendees.
- 10+ accounts in the area of WISP ski resort, Winter Wisp Ski Blitz, Stoli blitz in WISP resort area during ski season reached over 10 accounts and 2000 consumers.
- Multiple LGBT accounts in DC, DC High Heel Race, The High Heel Race runs down 17th St in DC and attracts thousands of attendees.



Stoli Boy at Baltimore Pride



Stoli Promo during Wisp Blitz



Stoli models at High Heel Race



Our car for Baltimore Pride Parade



Stoli promo during WISP Blitz



Stoli banners at High Heel Race



MD/DC STOLI DIPLOMAT BEST OF 2012

TOP 3 TRADE EVENTS OF 2012

- Bond St. Social, Premyr Launch, We held a distributor party for the launch of the Premyr Line of Stoli at Bond Street Social with over 50 attendees.
- Ozio, Hot & Sticki Launch, We held a distributor party for the launch of Hot & Sticki at Ozio on DC with over 50 attendees.
- The Rowhouse Grille, Stoli Indulgent Winter Mixology Competition, We hosted a mixology competition featuring indulgent flavors that had over 50 trade professionals in attendance.



Display at Premyr Launch



Bar display at Ozio



Winning cocktail at Rowhouse Grille



Guest at Premyr Launch



Guests at Ozio

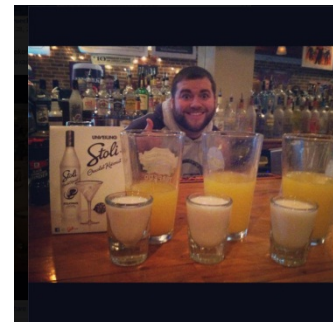


Hors d'Oeuvres at Rowhouse Grille



MD/DC STOLI DIPLOMAT BEST OF 2012

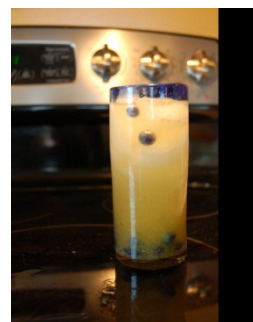
BEST SOCIAL MEDIA POSTS OF 2012 – BY YOU OR YOUR ACCOUNTS SPEAKING ABOUT STOLI



Stoli Masquerade Party at Dirty Martini

Winter Indulgent Mixology Competition at The Rowhouse Grille

Tier 1 MBN at Alexander's Tavern



Tier 2 MBN at The Rowhouse Grille;also a fundraiser party for the Leukemia and Lymphoma foundation

Creating Stoli recipes at home

Sailor Jerry vs. Stoli at The Jetty & Big Owl



MD/DC STOLI DIPLOMAT BEST OF 2012

SHOW US PR THAT WAS GENERATED FROM WORK YOU DID IN 2012

- Multiple LGBT accounts in DC, DC High Heel Race http://www.huffingtonpost.com/2012/11/02/high-heel-race-2012_n_2064048.html#slide=1712535
- Multiple LGBT accounts in DC, DC High Heel Race <http://brightestyoungthings.com/articles/photos-high-heel-race-2012.htm>
- Multiple LGBT accounts in DC, DC High Heel Race http://www.washingtonpost.com/blogs/going-out-gurus/post/the-2012-high-heel-race-i-wouldnt-miss-this-for-anything/2012/11/02/165468d6-2502-11e2-9313-3c7f59038d93_blog.html
- Multiple LGBT accounts in DC, DC High Heel Race <http://www.cbsnews.com/video/watch/?id=50134400n>
- Multiple LGBT accounts in Baltimore, Baltimore Pride, <http://www.baltimoresun.com/features/gay-lesbian/bal-baltimore-pride-2012-pictures.0.6803462.photogallery>



Stoli Models in Huffington Post



Stoli Model in Brightest Young Things



Stoli Model in Brightest Young Things



Stoli Models in Huffington Post



Stoli Banner in Brightest Young Things



Gay pride
(Lloyd Fox, The Baltimore Sun / June 16, 2012)
Baltimore's Gay Pride parade along Charles Street

Stoli Car in the Baltimore Pride Parade in the Baltimore Sun



MD/DC STOLI DIPLOMAT BEST OF 2012

ONE PAGE RECAP OF YOUR LARGE SCALE TRAINING 2012

- For our large scale training we partnered with Dirty Martini during their Anniversary week celebration. We collaborated on three events that week the Mixing Mixers Mixology Competition, the Masquerade Ball and Michael Romeo's Birthday Party. At the mixology competition we promoted Salted Karamel with a drink called Peanut Brittle Pig. I was also on hand to answer questions and promote to the 400 industry professionals that attended. For the Masquerade Ball we had an open Stoli Indulgent bar featuring cocktails made with the 3 indulgent flavors. Michael Romeo's birthday was fun for all with Stoli bottle service and a gift of a Magnum of Stoli Elit to Michael Romeo who owns Dirty Martini, FUR, Tattoo, Midtown, Lotus night clubs in DC.
- This event was incredibly successful, establishing Stoli as the vodka of choice at Dirty Martini and solidifying relations with the owner of a number of very popular nightclubs in DC. We reached over 1000 consumers and 400 industry professionals.



Display at mixology contest



At the Masquerade Ball



Stoli Elit Magnum



View of mixology contest



Ice sculpture at Masquerade Ball



At the Birthday party



MD/DC STOLI DIPLOMAT BEST OF 2012

MBN 2012 HIGHLIGHT PHOTOS



Stoli Cocktails at FUR



Stoli at Ozio



Stoli at 18th Street Lounge



Stoli shots at Grand Central



Stoli drinks at Bond St. Social



Stoli at Lotus Lounge

