



CARRY-OUT AND DELIVERY SAMPLING PROGRAMS



THE INSIGHT

Consumers in many major markets have been forced to shelter at home and all bars & restaurants have been directed to facilitate take-out only. To provide much-needed relief to restaurants, their workers, and of course the State's liquor tax authority, it is now permissible for carryout and delivery orders to be accompanied by alcoholic beverages so long as they are placed in sealed, one-time-use containers.

THE PLAN

Soho will work with its clients and local distributors to sell in the world's first social-distancing compliant "Takeout Sampling" program. The events will work very much like normal sampling events. Each account will be provided with a predetermined, featured cocktail, event spend, and SWAG. As consumers order their takeout, they will be able to add a complimentary sample cocktail (or two) to their order.

THE BENEFITS

Takeout Sampling represents an opportunity for our clients. By introducing "Takeout Sampling" we can slay several dragons at once:

- Introduce Client brands to new consumers
- Support our accounts during a difficult time
- Support displaced account staff
- Provide a value through the intrinsic enjoyment these cocktail samples provide
- And the perfect opportunity to ease the financial burden our consumers may be feeling

FOR MORE INFORMATION CONTACT INFO@SOHOEXP.COM