



# **MEZCALISTAS**

## **MARKETING OPPORTUNITIES**





# About Us

Mezcalistas was founded in 2012 around a simple idea: we wanted to share our passion for mezcal and the people who make it. Since our start we've seen considerable growth, and now offer consulting services for the food and beverage industry, we produce events, and publish content through our various digital platforms. To date we have produced events in San Francisco, Los Angeles, Chicago, New York, San Diego, Denver, Washington DC, and Oaxaca.

## Susan Coss: Co-Founder & Director

Susan is a bilingual, long-time business, marketing, and communications strategist in the sustainable food and beverage industry, and has been traveling the backroads of mezcal-producing regions since 2010. In recent years she has dedicated herself to promoting the often-overlooked connection between farmers and food & beverage producers, utilizing not only the Mezcalistas platform, but also working with CUESA, the Ferry Plaza Farmers Market, Eat Real Festival, Slow Food Nation, and more. Named 2019's Drink Innovator by SevenFiftyDaily, she has been featured in Imbibe Magazine and holds a degree in Agricultural Economics from the University of Wisconsin, Madison.

## Ferron Salniker: Event Manager

Ferron is a journalist specializing in food & spirits, an event producer, and consultant, based in California. As Event Manager with Mezcalistas, she is a driving force behind production of Mexico in a Bottle, the largest mezcal tasting event in the country. Her work as a journalist has earned her appearances in Vice, Life & Thyme, VinePair, Whetstone, among many other local and international outlets. Ferron has worked for 10+ years in marketing, specializing in the restaurant industry and community-focused organizations. Through time spent living in Mexico she was able to develop strong relationships in the mezcal industry, on both sides of the border. She holds a degree in Spanish and Journalism from the University of Massachusetts at Amherst.





# About Us

Since its launch in 2012, Mezcalistas has become the go-to resource for all things mezcal and Mexican craft spirits. Through our website, social channels, email marketing, and national events, we have cultivated an audience of highly engaged consumers who love food & drink, travel, and interactive culturally-rich experiences.

We have continually refined our brand over the years, always prioritizing audience needs and desires. Through this practice we have earned an extremely dedicated and engaged audience base. Our data speaks for itself, with nearly all channels performing at a level that's above and beyond any industry standards.





# Our Impact

## Website

- Average monthly pageviews: 40K+
- Appears in top 5 search results for many high-value keywords
- Average monthly organic impressions: 225K+
- Mezcalistas Audience:
  - Ages 25-44
- Interests: travel, apparel & accessories, sports & fitness, shopping, food & dining
- Locations: CA, TX, NY
- Popular website content:
  - The Perfect Mezcal Tour
  - Mezcal 101
  - Where to Buy Mezcal
  - Mezcal Database

## Search

Here's a selection of the terms where we currently rank in the top 5 search results, for more info please reach out to our team.

- Mezcal Travel
- Mezcal Events
- Mexican Whiskey
- Mezcal Pairings

# Our Impact

## Email Marketing

- Subscribers: 5.6K+
- Average Open Rate: 32%
- Average Click Through Rate: 7.5%

## Social Channels

- Total Audience: 19.3K+
- Average Monthly Impressions: 150K+
- Ave. Monthly FB Reach: 17.8K+
- Ave. Monthly IG Reach: 9.5K+





# Our Impact

## Events: In-Person

- Annual Attendees: 3K+ people
- Cities:
  - Washington DC
  - Chicago, IL
  - Denver, CO
  - New York, NY
  - Phoenix, AZ
  - San Diego, CA
  - San Francisco, CA
- Demographics:
  - 25-44 - 80% of Attendees
  - 55% Male/45% Female





# Opportunities

Through our digital channels, we have developed a highly engaged audience in the coveted age bracket of 25-34, located in metro areas across the United States.

Due to our focused efforts on sustainability and partnering with mission-aligned brands who share our values, we have earned a high degree of trust with our audience, evidenced by our engagement metrics.

Whether your goal is to reach new or wider audiences, drive engagement, or earn conversions, we are excited to offer a variety of opportunities through our digital channels, as well as our virtual and in-person events.

On the following slides you'll find our available packages, and please note that if desired we are happy to build a custom approach to meet your needs.





# Mexico in a Bottle: 2021 - 2022

The preeminent mezcal tasting experience in the country, our popular Mexico in a Bottle event series provides the opportunity to connect with industry leaders in addition to consumers.

We pride ourselves in creating a fun, interactive, and experiential environment, where attendees walk away with a deeper understanding of agave and Mexican craft spirits through the lense of cultural context.

Brands have the opportunity to sponsor individual events or the full series, with available packages starting at \$2,000.



## Mexico in a Bottle: 2022

- Washington, DC - March 21
- Chicago, IL - April 24
- Denver, CO - May 15
- Phoenix, AZ - Sept 18
- San Diego, CA - Oct 9
- San Francisco, CA - Nov 13





# Mexico in a Bottle

For brands interested in sponsoring one or more Mexico in a Bottle events, we're proud to offer a variety of options, all customized to meet your goals and budget.

Creating a custom package is a collaborative process that begins with a call to discuss your goals. From there, we design an approach unique to you that will enrich the event for attendees while also delivering results.

Due to the custom nature of these sponsorship engagements, prices will vary. The list to the right contains some of the available options, but the possibilities are truly endless. Have an idea for how you'd like to get involved with this popular event series? Get in touch with us and let's chat!

Brands love sponsoring Mexico in a Bottle, and available spots tend to fill up quickly so don't wait to reach out to discuss options with our team!

## Event Sponsorship (*pricing starts at \$2000*)

- Brand booth at event(s)
- Sponsored dinner, happy hour and/or virtual tasting
- Sponsored content
- Social campaigns
- VIP experience at event
- Featured cocktail
- Signage at event(s)
- Attendee activity



# Digital Content Packages

For brands interested in reaching our audience in various ways through our website, social channels, email marketing, or other platforms, we offer digital content packages that can be customized to meet a wide variety of goals.

Work with our team to create a sponsored piece of content, then boost the signal by sending it to our extremely engaged subscribers, share it to our social followers, or build your own custom approach!

"Mezcalistas' newsletter sponsor highlight, and their Mexico in a Bottle events, have been important levers for us to reach a highly targeted, captive audience that has enabled us to tell our story, win new customers, and take our business to new heights."

Josh Veryser, El Zapoteco Mezcal



# Digital Content Packages

## Bronze Digital Package, \$500

- Banner ad on website
  - Mezcalistas, 2 weeks
- Social post shout-out
  - Mezcalistas FB
  - Mezcalistas IG

## Silver Digital Package -\$1,000

- Banner ad on website
  - Mezcalistas, 2 weeks
- Social post shout-out
  - Mezcalistas FB
  - Mezcalistas IG
- Boosted shout-out post
- Sponsored article
  - Mezcalistas website

## Gold Digital Package -\$1,500

- Banner ad on website
  - Mezcalistas, 2 weeks
- Social post shout-out
  - Mezcalistas FB
  - Mezcalistas IG
- Boosted shout-out post
- Sponsored article
  - Mezcalistas website
- Article featured in email newsletter (1 campaign)
- Article shared to social
  - Mezcalistas FB
  - Mezcalistas IG
- Dedicated email blast



# Digital Content Packages

## Create a Custom Package:

- Social\* post shout-out: \$250
  - Mezcalistas FB
  - Mezcalistas IG
- Social\* post shout-out + boosted on FB and IG: \$350
- Sponsored article: \$350
  - Mezcalistas website
- Sponsored article + promotion on social:\* \$525
  - Mezcalistas FB
  - Mezcalistas IG
- Virtual tasting event
  - \$75/person
  - 10 people min, 25 people max

## Continued:

- Sponsored content series: starting at \$1,000
  - Can include video content, live video, or other custom content series.
- Banner ad on Mezcalistas website: \$250
  - 2 weeks
- Shout-out in email newsletter: \$200
  - Pricing listed is per campaign
  - Includes 300 words + image
- Sponsored article + promotion in email newsletter: \$500
- Dedicated email blast: \$500



# Digital Content Packages: Holiday Season

As mezcal has become more mainstream, we provide opportunities for sales through special retail promotions through the Mezcalistas' platform including Mexico in a Bottle events, holiday or special occasion gift promotions, unique batch programs and more.

## 2022 Holiday Gift Guide - beginning at \$100

- Placement in a gift package
- Unique brand gift package
- Sponsorship of a weekly retail theme promotion including newsletter and social media posts





# Digital Content Packages: Retail

Retail programs - beginning at \$200

- Partnership promotions
- Special discount promotions
- Development of special occasion retail packages (Valentine's Day, Mother's Day, Father's Day, etc) and marketed thru Mezcalistas channels
- New release promotions



# Activation Ideas

## Activation Idea A

Product/Service Promoted: Mezcal

- Goal:
  - Increase awareness of a new mezcal product and provide opportunities for direct engagement with target demographic.
- Method:
  - Create a series of events to launch new items, create paired dinners, happy hour events or industry and/or consumer educational tastings.
  - Engage directly with event attendees and offer scannable QR code with discount and/or free shipping on first purchase.

## Activation Idea B

Product/Service Promoted: Credit card

- Goal:
  - Promote credit card that offers high bonus travel points to new customers.
- Method:
  - Sponsored VIP section at Mexico in a Bottle event series.
  - Create an interactive component for VIPs to create/plan a trip to Mexico with featured mezcal experience.
  - Offer bonus travel points for new customers that sign up within 30 days of event.



# Activation Ideas

## Activation Idea C

Product/Service Promoted: Hotel

- Goal:
  - Reach new target audience & engage with offer for bonus hotel perks or discounted stay when coupon code is used at checkout.
- Method:
  - Create dedicated email blast & send to brand's target audience demographic.
  - Create sponsored travel video series & promote it on social media channels.

## Activation Idea D

Product/Service Promoted: Home bar equipment

- Goal:
  - Drive awareness among new target audience.
  - Increase revenue earned during holiday season.
- Method:
  - Create sponsored article featuring list of top 10 must-haves for your home bar.
  - Feature products in the annual gift guide.
  - Promote sponsored article on social channels.