

BARR HILL®

2024 MARKETING - *at a glance*

— ALWAYS ON —

ADVERTISING

Focused investment in digital platforms where consumers are shopping



POINT OF SALE

Thoughtfully curated catalog of materials for both on and off premise partners

PUBLIC RELATIONS

Generate brand interest & distillery visits and communicate spirit accolades and mission to champion the bees

SOCIAL MEDIA

As a premium Gin, we're #1 in percentage audience growth at over 20%. Continue to grow our fan base and our engagement rate which is ~1.4x the average of our competitors.

— 2024 CAMPAIGNS —

2024 - Q1-Q2
New Shelving
New Tom Cat
allocation program



Q2 April - July
Earth Month &
Pollinator Week



BKW 24
Mark your calendars.
This year mocktails will
be included to help
increase impact.



Holiday 24
Celebration Displays
& Recipes



GIN LANE DISTILLERY

Visit us at our home on Gin Lane in Montpelier, Vermont! Explore our mindfully built distillery and cocktail bar. Learn how we hone our craft, perfecting flawless landcrafted® spirits and cocktails, while innovating new regenerative sustainability measures changing the spirits industry landscape.

