

L'Atelier Art Lounge: Times of Uncertainty

Whiskey Rebellion
\$150 per year
Located on the second level, the Whiskey Rebellion is a members only society that is privy to rare and exclusive flight offerings, private tasting rooms with personal bartenders, event installations, and personal business.



Whiskey Advocate
\$88
The Whiskey Advocate is a Saturday class open to everyone with the intention and purpose of introducing and exploring whiskey for people who want to learn more about food pairing, critical analysis, education, and where there is a good time having interesting facts of whiskey, drinks, and more with others.

Menu

Top 50

1. ...

2. ...

3. ...

4. ...

5. ...

Top 100

1. ...

2. ...

3. ...

4. ...

5. ...

Top 200

1. ...

2. ...

3. ...

4. ...

5. ...



Demographic Information



Hours of Operation

Monday - Closed
Tuesday - 12:00 PM - 11:00 PM
Wednesday - 12:00 PM - 11:00 PM
Thursday - 12:00 PM - 11:00 PM
Friday - 12:00 PM - 11:00 PM
Saturday - 12:00 PM - 11:00 PM
Sunday - 12:00 PM - 11:00 PM

Target Market

Weekenders

Weekend consumers are typically looking for a relaxing and enjoyable experience. They are more likely to spend on premium products and are open to trying new things. They are also more likely to be influenced by social media and word-of-mouth recommendations.

Locals

Local consumers are typically looking for a convenient and accessible experience. They are more likely to be influenced by local media and word-of-mouth recommendations. They are also more likely to be loyal customers and repeat buyers.

Educated Professionals

Educated professionals are typically looking for a sophisticated and high-quality experience. They are more likely to be influenced by industry publications and word-of-mouth recommendations. They are also more likely to be loyal customers and repeat buyers.

Young Energy

Young energy consumers are typically looking for a fun and social experience. They are more likely to be influenced by social media and word-of-mouth recommendations. They are also more likely to be loyal customers and repeat buyers.



Decor and Ambiance



Marketing

The above being said, we will be looking to create a marketing strategy that is focused on the local market and is designed to drive traffic to the lounge. This will include a mix of digital and traditional marketing tactics, as well as a focus on creating a strong brand identity and a consistent message across all marketing channels.

Social Media



<https://www.facebook.com/ASRHinebeckNY/>

Festivals



Websites



Newspaper / Magazines





Personal Selling



Marketing budget

MARKETING TOOLS

Word of Mouth \$6
Facebook \$3
Twitter \$3
 Yelp \$8
 Top NY Festival \$1,000
 e-mail Advertising \$600
 Business Cards (1000 count) \$10
 Merchandise (5,000) \$107.00
 Website \$787.11
 Hudson Valley Magazine (12 pages) \$7,600
 Rhinebeck Food and Wine Fair \$1,000
 Online Banner on Web Site (6 Months) \$1,000
 Restaurant Week (Summer/Fall) \$500
 Glasses (with Logo) \$1,054
 Coasters 2,500 \$1,225
 Weekly Edition NY Times \$422
 Sunday Edition NY Times \$128
 NYC Craft Brew Week \$1,000
 water.com \$5,000
 Neighborhood Journal 1/2 Page of Sunday \$2,000
 About Town magazine \$200
 Total: \$18,392

Angel's Share Whiskey. Fourteen. Scotch.

6222 Hill St. Elmira, NY 12522

Known for the Whiskey Rebellion.



Thecasesolutions.com

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Marketing

The various forms of marketing we used to promote the opening of Anso's Share include attending several food and beverage festivals throughout the Hudson Valley. We utilized this exposure to the public by providing tastings, as well as information regarding our Whiskey Rebellion membership and its numerous benefits. The advertisements shown above are some of which we handed out to the festival attendees and for newspaper ads promoting our grand opening. We purchased several items of merchandise with our marketing budget for us to give

Angel's Share Family

Thecasesolutions.com

Sean Clinton

- *Chef de Cuisine*

Isaac Reyes

- *Executive Chef*

Jessika Yealy

- *General Manager*

Blain Webster

- *Beverage Director*

Hours of Operation

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Monday: Closed

Tuesday-Thursday:

2pm-12am

Friday: 2pm-2am

Saturday: 6pm-2am

Sunday: 2pm-12am

Concept

Thecasesolutions.com

At Angel's Share we provide our customers with a premium and interesting selection of the finest barrel aged spirits and beer, along with our full bar, in a modern prohibition era style atmosphere. Angel's Share is an upscale bar and lounge that offers our customers a variety of tasting experiences from our carefully crafted flight menu to our Whiskey Rebellion member society, to our Whiskey Advocate weekend class. We also offer a small bite menu to pair with our spirits and beers, or to enjoy on their own. No matter what level of imbibor our customers are, Angel's Share has an incredible tasting experience for them.



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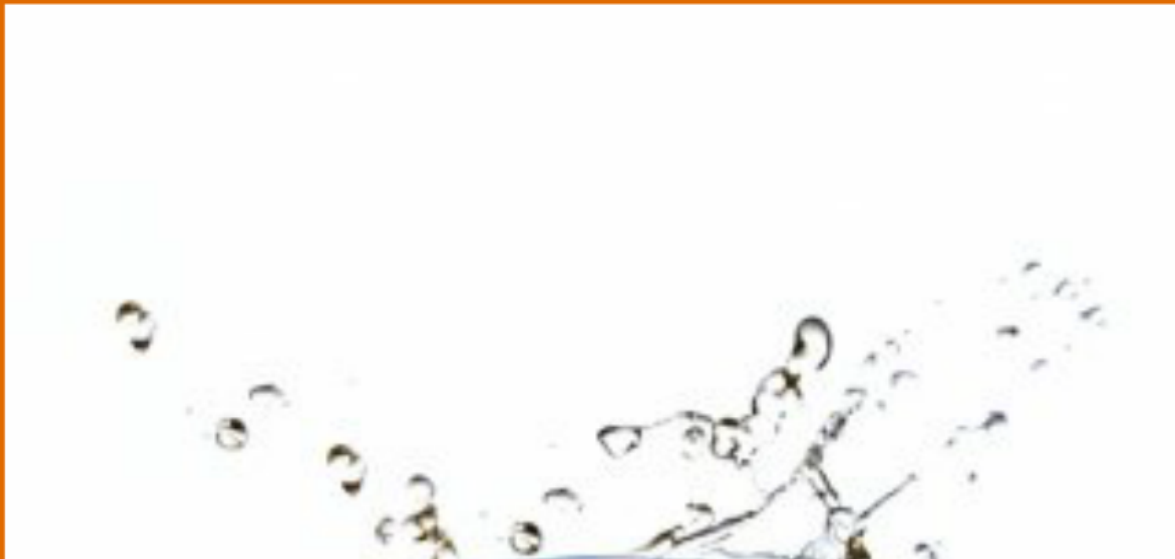
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Concept

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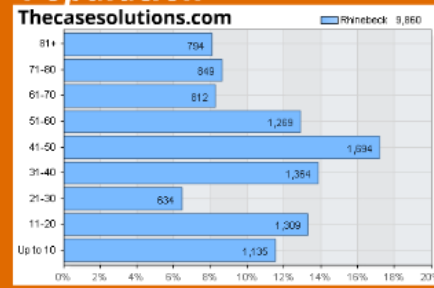
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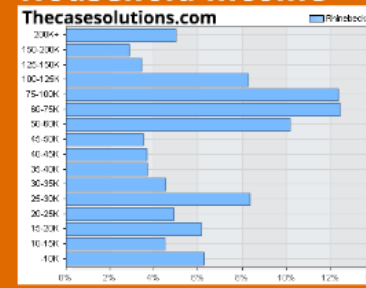
Demographic Information

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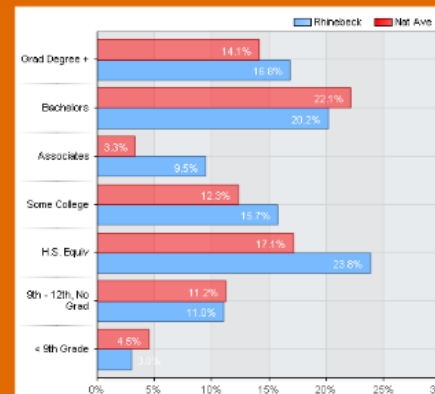
Population



Household Income



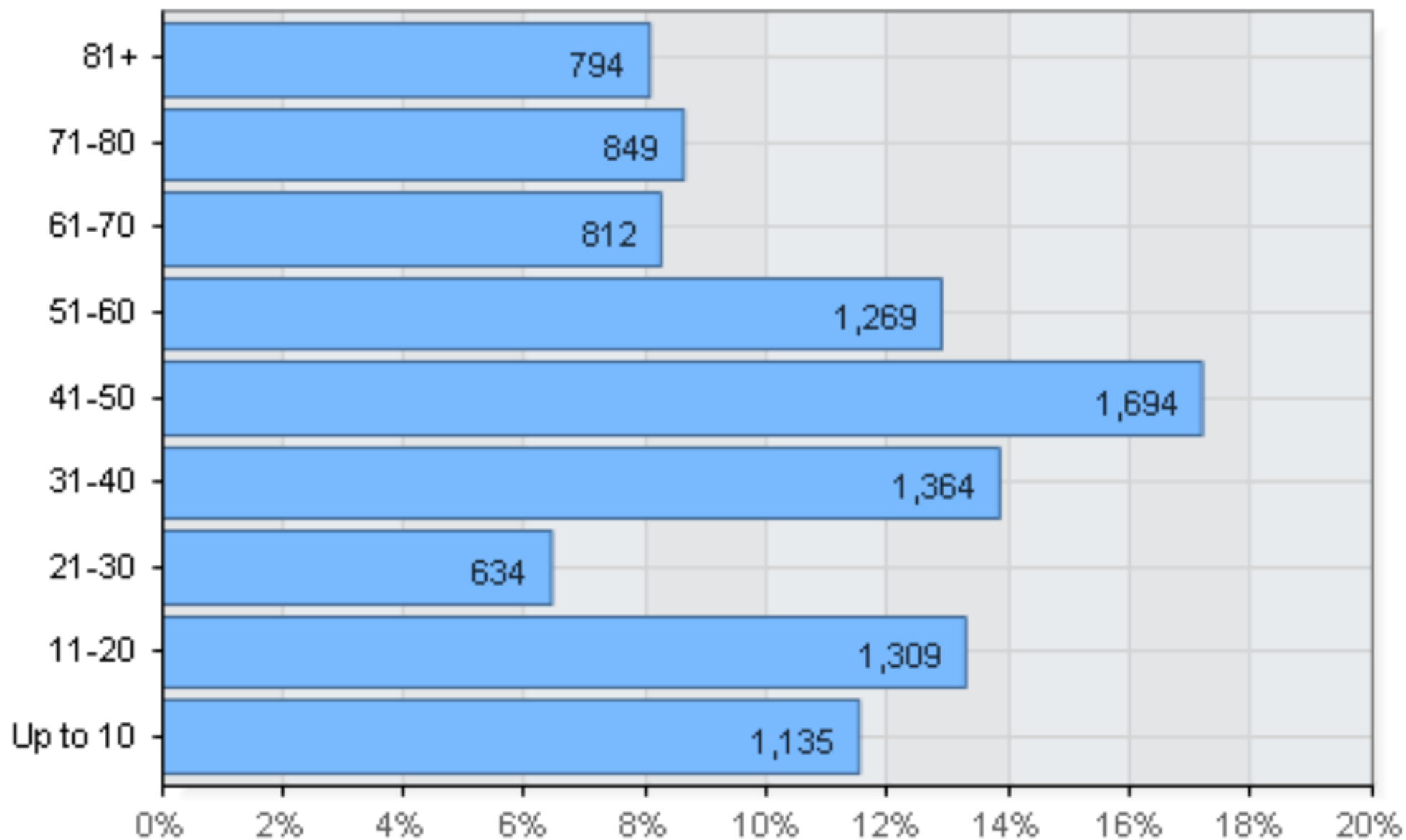
Educational Achievement



Population

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Rhinebeck 9,860



Household Income

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Rhinebeck

