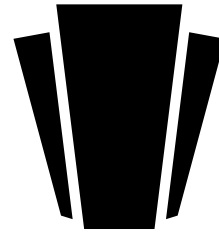


— — —
**BOYD &
BLAIR**
— — —



Who are We & Where do We Come From?



Based in Pennsylvania and captained by 3-time 5-star winning master distiller, Barry Young, Boyd & Blair produces award-winning potato vodka, rum and ready-to-serve cocktails that stand a cut above the rest.

Leveraging locally sourced, premium ingredients and patient, methodical processes, each bottle is a testament to the level of care, craftsmanship and experience behind our distillery door.

PA \ USA

“The fact that Boyd & Blair Potato Vodka, produced in a small distillery near Pittsburgh, PA, has won back-to-back Chairman’s Trophies for the Unflavored Vodka category at Ultimate Spirits Challenge is a testament to its quality. To convincingly prevail two years running against the world’s finest vodkas from nations with storied pedigrees, such as Poland, Sweden, Finland, France, Russia and more, is nothing short of historic.”

-F. Paul Pacult, *Spirits Journal*





BOYD & BLAIR POTATO VODKA

#1
VODKA
among all
VODKAS
for the
3rd YEAR

We could go on and on about the merits of our flagship vodka that started it all, but don't just take our word for it.

Boyd & Blair Potato Vodka was voted the #1 vodka and #4 spirit overall in the Ultimate Spirits Challenge, beating literally hundreds of the world's most famous brands and earning an extraordinary 98 points, among a host of awards.



“To convincingly prevail two years running against the world's finest vodkas is nothing short of historic.”

- F. Paul Pacult
Spirit Journal

40%
ALC/VOL

80
PROOF

750
ML

1
LITER

200
ML

One of the only vodkas that is spectacular neat, so of course it makes for an outstanding martini or mixed cocktail.

BOYD & BLAIR

BOYD & BLAIR

CUCUMBER VODKA



Truly exceptional spirits boil down to one thing: exceptional ingredients. Made with the same care, craftsmanship, and locally-sourced potatoes as our flagship vodka, we've added a hint of fresh cucumber for a cooling flavor that's refreshing and versatile.

40%
/VOL

80
PROOF

750
ML

1
LITER

200
ML

The perfect way to elevate mules, gimlets and martinis, or for creative concoctions like a cuke rickey or cucumber lemonade.

BOYD & BLAIR

SILVER RUM



Master Distiller Barry Young uses locally-sourced baking molasses blended with warm water and fermented for up to 28 days. This approach prevents the fragile sugars from burning and creates the soft notes of vanilla and butterscotch for which this highly-acclaimed rum has become known.



“Just plain delicious...and one of the best white rums I’ve ever reviewed.”

- F. Paul Pacult

The New Kindred Spirits

40% | **80** | **750**
ALC/VOL | PROOF | ML

1 | **200**
LITER | ML

One of the only vodkas that is spectacular neat, so of course it makes for an outstanding martini or mixed cocktail.



BOYD & BLAIR
SILVER RUM
PA USA
40% | 80 | 750
AC/OZ | PROOF | ML
ALL HEART
SINCE 2003

BOYD & BLAIR

ANCHO CHILI LIQUEUR



Winner of a gold medal for “Other Liqueurs” in American Distilling Institute’s Judging of Craft Spirits Awards 2020, Boyd & Blair Ancho Chili Liqueur is a rum-based liqueur that is created by infusing chopped ancho chili peppers (along with the seeds) in Boyd & Blair Rum for several days. The infusion is then filtered and brought down to 80 proof with simple syrup. The end result is a rum-based liqueur complimented by authentic ancho chili flavors.

40%
ALC/VOL

80
PROOF

750
ML

Give your daiquiri a kick.



BOYD & BLAIR

READY-TO-SERVE COCKTAILS



1 LITER BOTTLES (11 cocktail servings per liter)



200 ML FLASKS (2 cocktail servings per flask)
available in plastic and glass

This collection of pre-crafted cocktails is made exclusively with our own award-winning Boyd & Blair Vodka and Silver Rum, hand-selected premium ingredients and the refined palate of our master distiller. They are designed to either be served chilled, over ice or shaken with ice and poured into the appropriate glassware.

BOYD & BLAIR

**NO
MIXOLOGY
NECESSARY**

What makes ours
better than the
Competition?

Proofed as proper cocktails

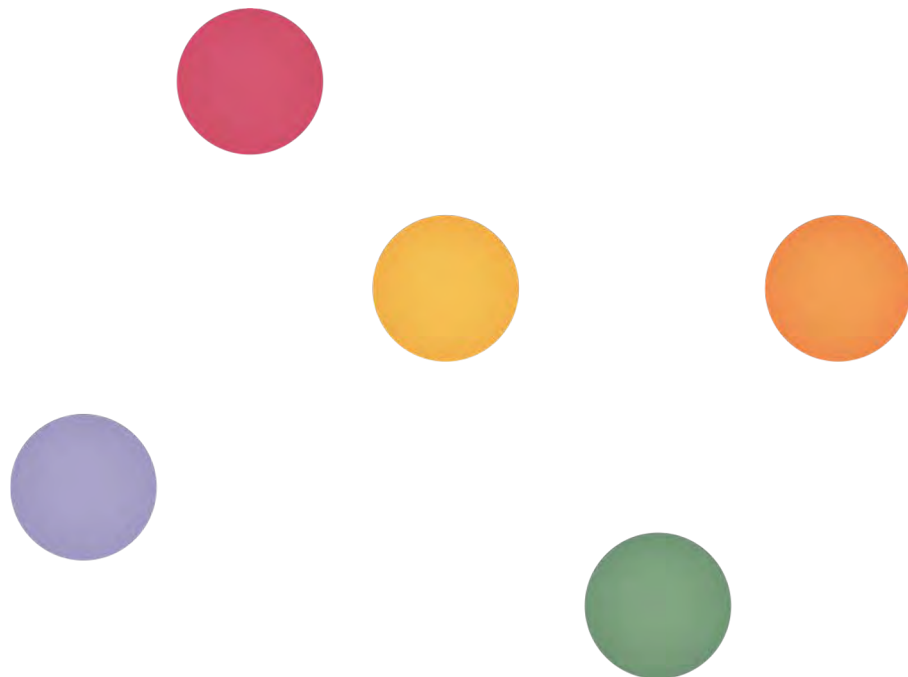
- ABV's are 15-20%

Made with real ingredients

- Organic lavender florets
- Organic house-brewed teas & local espresso
- Real juices
- No artificial flavors, sweeteners, colors or additives

No cans, sophisticated packaging that appeals to broader market

- Glass liter bottles - 11 cocktail servings each
- Plastic 200ml flasks - 2 cocktail servings each (perfect for golf, pool, beach & travel)
- Non-carbonated





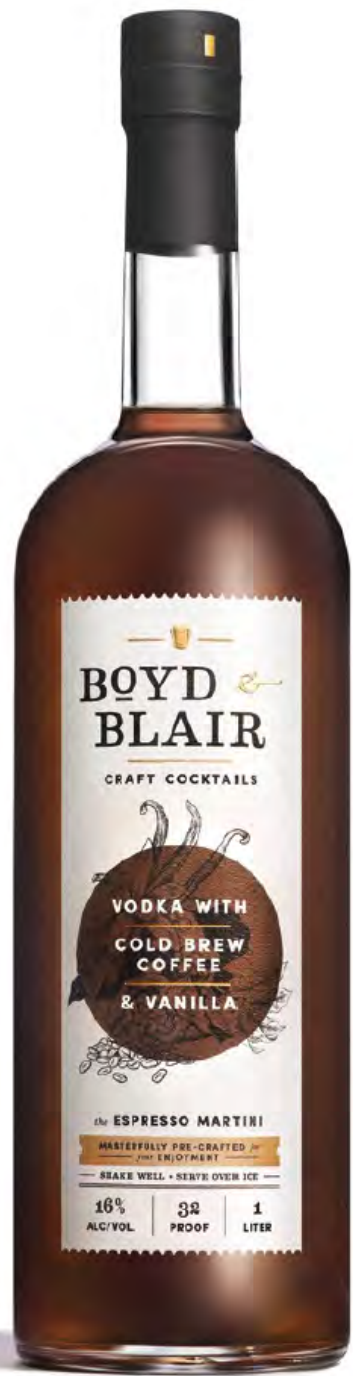
BOYD & BLAIR
CRAFT COCKTAILS
VODKA WITH LAVENDER & LEMON
LAVENDER MARTINI
20% ALC/VOL 40 PROOF 1 LITER

BOYD & BLAIR
CRAFT COCKTAILS
VODKA WITH GINGER CHAI TEA ALLSPICE & LIME
CHAI TEA MULE
47% ALC/VOL 34 PROOF 1 LITER

BOYD & BLAIR
CRAFT COCKTAILS
VODKA WITH BLOOD ORANGE CRANBERRY & LIME
BLOOD ORANGE COLE
40% ALC/VOL 33 PROOF 1 LITER

BOYD & BLAIR
CRAFT COCKTAILS
VODKA WITH GRAPEFRUIT GINGER & LIME
GRAPEFRUIT MULE
15% ALC/VOL 30 PROOF 1 LITER

BOYD & BLAIR
CRAFT COCKTAILS
VODKA WITH COLD BREW COFFEE & VANILLA
ESPRESSO MARTINI
16% ALC/VOL 32 PROOF 1 LITER



Boyd & Blair Potato Vodka, house-made cold brew coffee and a touch of vanilla, all blended together and ready to be shaken with ice and poured into a martini glass.

16% | **32** | **1** | **200**
ALC/VOL | PROOF | LITER | ML

#1
RTD
among all
RTDs in any
category

#2
of the
TOP 100
SPIRITS



Blood orange meets crisp cranberry, lime and Boyd & Blair Potato Vodka. Shake with ice and pour into a martini or coupe glass, or enjoy on the rocks.

16.5% | **33** | **1** | **200**
ALC/VOL | PROOF | LITER | ML



BOYD & BLAIR



Chai tea, ginger, allspice and lime mixed with Boyd & Blair Potato Vodka. For the full effect, serve over ice in a copper mug

17% ALC/VOL | 34 PROOF | 1 LITER | 200 ML



House-brewed Earl Grey Tea sourced from India combined with the tart tang of not-too-sweet lemonade and Boyd & Blair Potato Vodka.

18% ALC/VOL | 36 PROOF | 1 LITER | 200 ML





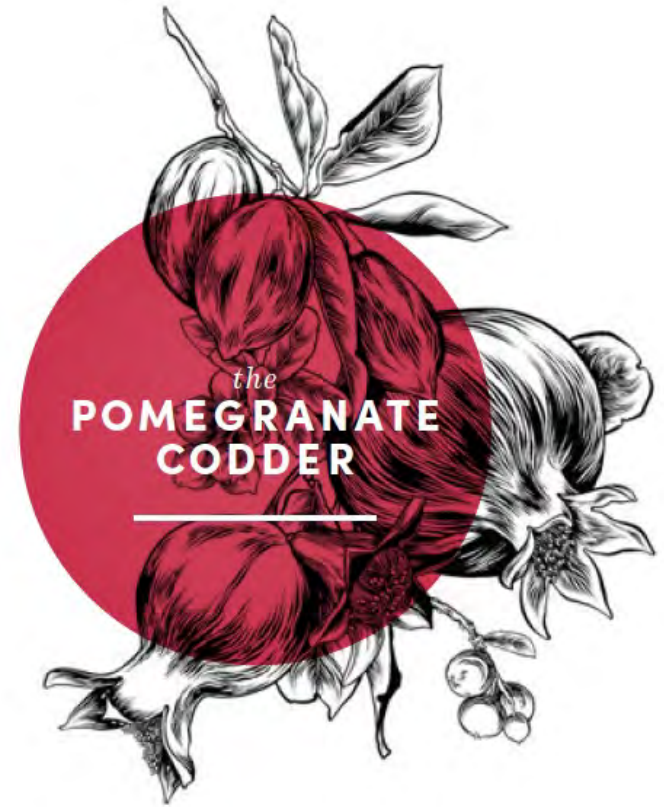
Boyd & Blair Potato Vodka, select-grade lavender florets from France and a touch of lemon make this martini elegant and aromatic.

20%	40	1	200
ALC/VOL	PROOF	LITER	ML



A blend of crisp, clean cranberry, sweet pomegranate, tart lime and Boyd & Blair Potato Vodka create this ruby red jewel of a cocktail.

15%	30	1	200
ALC/VOL	PROOF	LITER	ML



BOYD & BLAIR



Five-star Boyd & Blair Potato Vodka with slightly bitter grapefruit, fresh lime, and a kick of ginger.

15% ALC/VOL. | **30** PROOF | **1** LITER + **200** mL



Five-star Boyd & Blair Silver Rum with fresh-squeezed lime juice and our house-made simple syrup.

18% ALC/VOL. | **36** PROOF | **1** LITER + **200** mL





Media Tactics We Employ:

Geo-fencing & geo-tagging

What is geo-fencing?

Geo-fencing refers to drawing a virtual barrier around a location. Users who enter the geo-fenced location are geo-tagged and filtered based upon our target demographic.

They are then served an average of 14 ads per month on computer, tablet, and mobile devices.



Media Tactics We Employ:

Geo-fencing & geo-tagging

Why geo-fencing?

Geo-fenced advertising is granularly targeted to meet our customers and likely purchasers where we're at (*specific retailers with product availability*) and subsequently drive purchase intent.

It allows us to:

- Guarantee product availability based upon selection of key liquor retailers
- Target customers of those retailers based on visit or purchase history, ultimately increasing relevance of our advertising

Examples of geo-fencing ads



—
Exquisitely made cocktails, ready when you are.
—

AVAILABLE NOW

BOYD & BLAIR The best cocktails you'll ever not make.



—
The best cocktails you'll ever not make.
—

AVAILABLE NOW



Exquisitely made cocktails, ready when you are.

AVAILABLE NOW



Exquisitely made cocktails, ready when you are.

AVAILABLE NOW



—
Exquisitely made cocktails, ready when you are.
—

AVAILABLE NOW



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The best cocktails you'll ever not make.
—

AVAILABLE NOW




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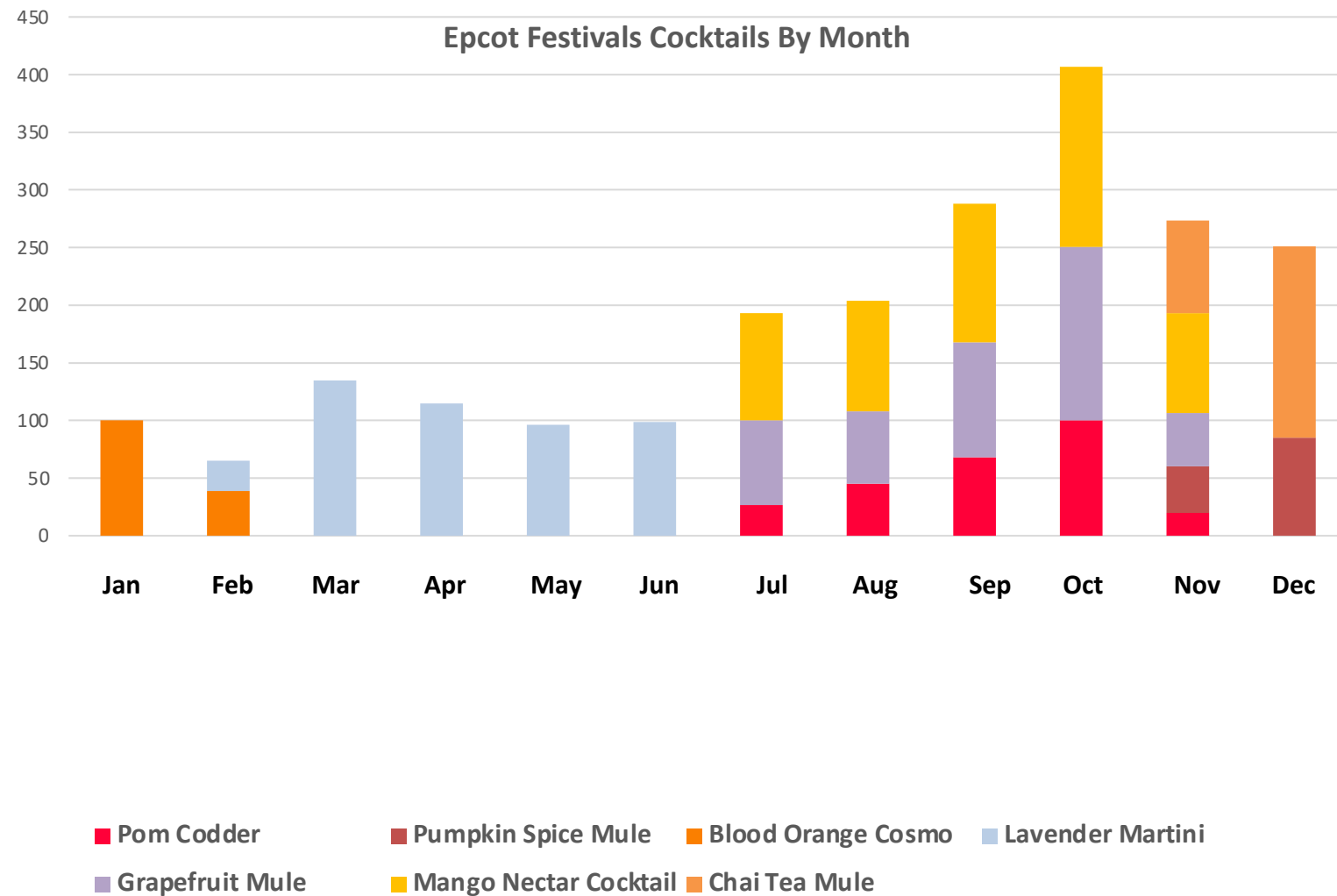
AVAILABLE NOW



Exquisitely made cocktails, ready when you are.

AVAILABLE NOW

Growth potential – ongoing success story at EPCOT



Epcot is using Boyd & Blair Cocktails as a huge revenue driver, while decreasing significant labor & ingredient costs.

Cocktail	2022 9 LE
Pomegranate Codder	260
Pumpkin Spice Mule	125
Blood Orange Cosmo	139
Lavender Martini	471
Grapefruit Mule	433
Mango Nectar Cocktail	552
Chai Tea Mule	246
TOTAL	2.226



4-Packs of flasks

Our fan favorites are conveniently packaged in fours and are perfect for tailgates, travel, the beach and more.

(4) 200ml plastic flasks/box



Blood Orange Cosmo



Lavender Martini



Variety Pack

Contains: Blood Orange Cosmo, Keystone Tea, Pomegranate Codder & Lavender Martini

6-Pack of flasks



Our collection of six ready-to-serve craft cocktails comes beautifully packaged in a gift box.

Tasting notes for each product are included on an “accordion” brochure made with heavy, textured card stock.

(6) 200ml flasks/box

POS



Counter Display



Floor Display Bin



Shelf Talkers

BOYD & BLAIR



**BOYD &
BLAIR**

GET A TASTE FOR WHAT WE'RE
ALL ABOUT

BOYDANDBLAIR.COM

FOLLOW US



EMAIL US

info@boydandblair.com

— **THANK YOU** —