



GREY GOOSE®

WORLD'S BEST TASTING VODKA



GREY GOOSE MOSCOW MULE BONEFISH PROMOTIONS

WHITE PAPER CONCEPTS



KEEP YOUR TIN NIGHT

Every Thursday during the promotional period TBD

Every Thursday order a Grey Goose Moscow Mule at Bonefish and you get to keep the first rounds Grey Gooses copper mug. Limited quantities first come first serve, starts during Happy Hour until stock runs out.

Receive seasonal offerings, access to exclusive events, discounts and so much more when you become a **BFG Insider**.

Limited time offer on Facebook post homepage

Comes with a small Grey Goose branded Moscow mule recipe card



GREY GOOSE MOSCOW MULE.

INGREDIENTS.

1 1/2 PARTS GREY GOOSE VODKA
3 PARTS GINGER BEER
HALF LIME
LIME WEDGE AND A THIN SLICE OF FRESH
GINGER TO GARNISH

METHOD.

HAND SQUEEZE THE HALF LIME INTO A COPPER
MULE TANKARD. ADD INGREDIENTS.
ADD CUBED ICE AND STIR.
GARNISH WITH A LIME QUARTER AND A THIN SLICE OF GINGER.



BUILD A MULE NIGHT

Every Friday and Saturday for promotional period TBD

Every Friday and Saturday in the bar area the BONEFISH bar-staff will walk you through the ingredients and technique to build a GG Moscow Mule. Then you can build your own.

Receive seasonal offerings, access to exclusive events, discounts and so much more when you become a **BFG Insider**.

Limited time promotion on Bonefish Facebook homepage

Bartenders get cool Grey Goose Swag to get them excited about the program. GG Cooper Mule Mugs, flashlights, bottle openers, pourers, etc...





BUILD A MULE, WIN A SETUP

Every Friday and Saturday for promotional period TBD

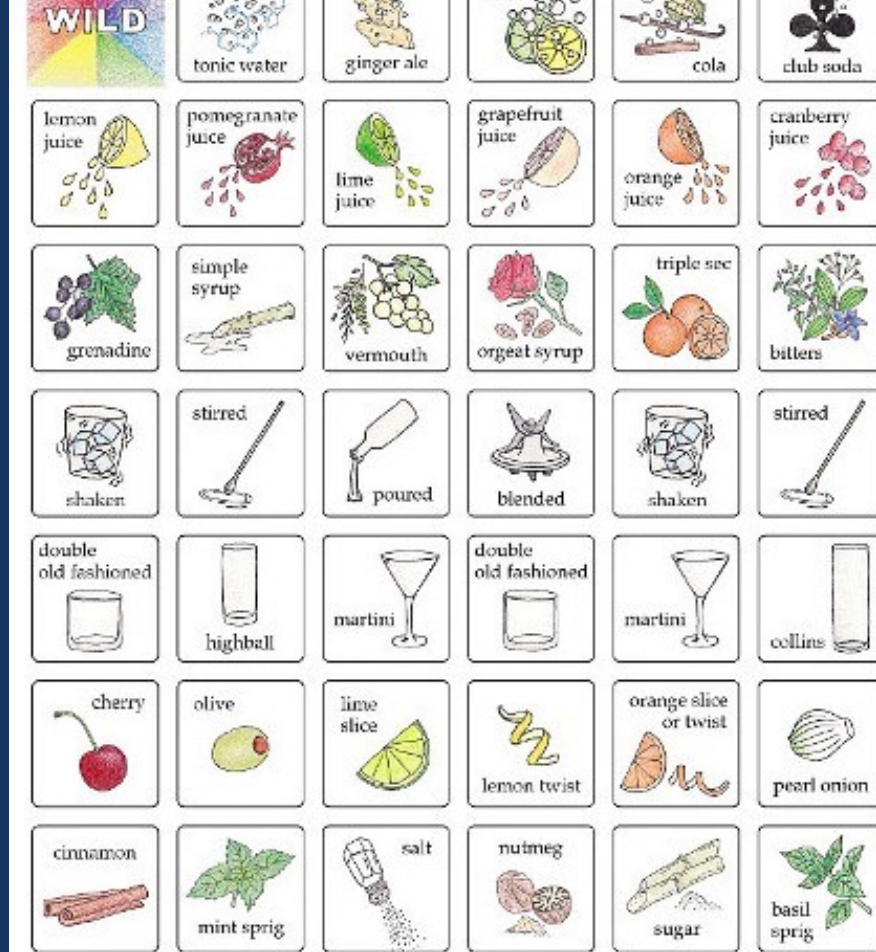
Every Friday and Saturday in the bar area you have the chance to build you own mule through a list of ingredients that you check off. Pick your Grey Goose flavor, ginger beer, syrup or no syrup, etc.. Name your Moscow Mule and submit your recipe. Best name and flavor wins a Grey Goose Moscow Mule entertaining setup.

Circle the ingredients on a recipe card.

Win a Moscow Mule setup after a TBD promotion time period

Bartenders get cool Grey Goose Swag to get them excited about the program. GG Cooper Mule Mugs, flashlights, bottle openers, pourers, etc...

Take over easel back at hostess stand to explain promotion and drive awareness





ASK BARTENDER CHRIS

Special date and time for promotional period TBD

Log into Facebook and ask our Artisan Bonefish bartender Chris (TBD) about the cocktail of the night, in this case the Grey Goose Moscow Mule. Chat with him through Facebook chat and receive a 15\$ gift card off your next bar tab that includes a Grey Goose Moscow Mule. Ask about pairings, Grey Goose flavors, garnishes, etc...

Chat with Chris at a TBD date and time through Facebook Chat.

Win a 15\$ GC just for participating, win a 50\$ gift card if you can impress Chris with your Moscow Mule or Grey Goose knowledge.

Bonefish does a similar program for food.





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GREY GOOSE BONEFISH HAPPY HOUR PROMOTIONS

WHITE PAPER CONCEPTS



START YOUR HAPPY HOUR WITH A BANG

Happy Hour promotional period TBD

We know how to start your HH with a bang. BFG Insider will send out a coupon code for one free order of Bang bang Shrimp at your next HH at BFG. Can be paired with specially priced cocktails for only \$7.

BFG insider sends out a coupon.

Facebook post the promotion and sends you to a link to sign up and download the coupon.

Special priced cocktails with a Bang

#HappyHourWithABang





SURF & TURF SAMPLER PAIRING

Happy Hour promotional period TBD

New Surf and Turf small bites sampler only available at happy hour for \$X. Includes 3 of our best small bites, TBD, and if you pair it with a signature GG, Bacardi, St-Germain cocktail you get \$X dollars off of it.

First Surf and Turf small bites sampler ordered from the start of HH is on the house,
limit to one time per customer.

Surprise and delight, moment, customer is not aware of free sampler promotion.

Develop cocktail list to perfectly pair with the offers from the sampler.





HAPPIER HOURS ARE ALWAYS WITH FRIENDS

Happy Hour promotional period TBD

Come in with a friend, buy a small bite and a cocktail, and get one order of Bang Bang Shrimp free. Give it to your friend, give it to a stranger, eat it, up to you.

Facebook post and Insider notification.

Take over easel back at hostess stand to explain promotion and drive awareness

More people you have in your group the better the deals get? \$7 turns into \$6 turns into \$5 for the small bites menu.





MIXOLOGY 101

Collect coasters with happy hour recipes so you can impress your peers just like the renown BFG bartenders

Each day will feature a different cocktail from the Happy Hour menu. When ordered, the daily special arrives on a special edition coaster set: one for you and one for your home bar. Share your at-home mixing using the coaster and get entered to win a private mixology class at your local Bonefish Grill.

7 different drink specials (from classics to BFG originals)

Win a private mixology for up to 4 guests after a TBD promotion time period with a social share

Bartenders get full sets of coasters to aid in excitement for the program

Take over easel back at hostess stand to explain promotion and drive awareness





HAPPY

Happy is a mobile app for people who like to do things on their own time. Find a spot, invite your friends and create your own 60 minute happy hour at participating bars and restaurants.

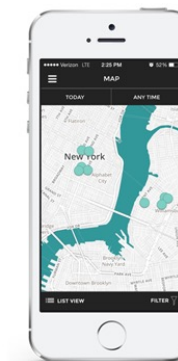
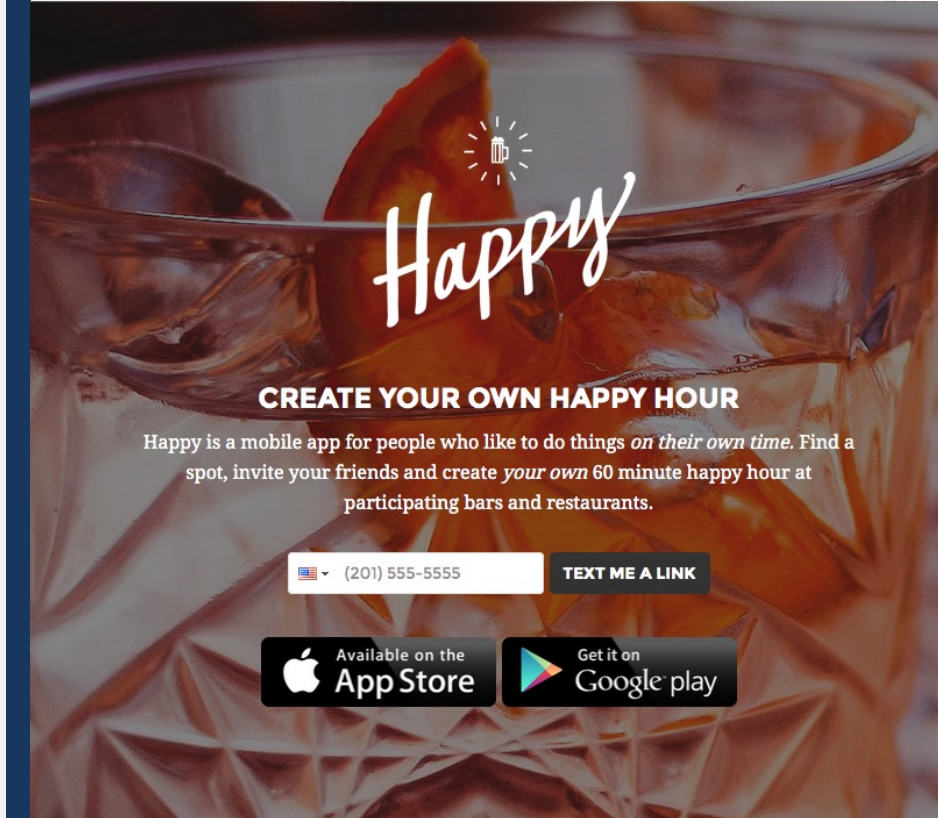
Guests can access happy hour whenever they want, as long as they reserve their spot beforehand.

Happy has launched in NY but is not available everywhere yet

Partnership is free

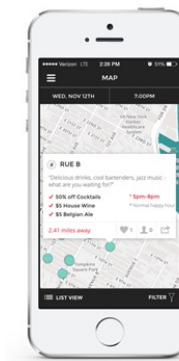
Only available to those with the App

Could partner with Happy -or- make their own version within their loyalty program by supplying a coupon for a “make your own” happy hour that gives you happy pricing during an hour of your choosing during the promotional period



SEARCH.

Search for your next Happy hour by: Location, Most Loved, Visits by Friends Basically, find what you really want.



FIND.

You found an awesome bar. You want them, they want you. It's a match made in booze-y heaven.



GET HAPPY.

Enjoy 60 minutes of personal happy hour bliss. Invite your friends. Or not.



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OPEN AIR FARE

Happy hours usually take place at the bar, but a fresh air migration is a nice twist. Grey Goose is offering happy hour cocktails on the patio along with offers on Bonefish finest fresh seafood.





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GET CAUGHT UP

Happy hour is a great time to mix and mingle with coworkers, new and old friends. Bonefish Grill is encouraging guests to get together and catch up over a seafood centric menu and Grey Goose cocktails





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TALE 'TAIL

Bartenders educate guest on how to make their favorite Grey Goose cocktails on specific nights of the week. Discounts on bar bites menu (e.g. Bang Bang Shrimp).



Ask Chef Cliff
4-5pm EST





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'TAIL END OF THE NIGHT

The happiest hours don't always start at 4 or end at 6, so Bonefish is offering a reverse happy hour (i.e., 8-close) on Grey Goose cocktails and select shrimp and/or lobster dishes.

