BRAND AMBASSADOR TRAINING

ENGLAND - ICELAND

Martin Miller’s Gin

TRIIBE
CELTIC LIQUEUR
CLEARLY DIFFERENT
BRAND AMBASSADOR CONTACT INFORMATION

NAME: ____________________________________________________________

ADDRESS: __________________________________________________________________

CITY: ____________________________ STATE: ___________ ZIP: _____________

CELL PHONE: ____________________________ EMAIL: _______________________

AVAILABILITY (BE SPECIFIC): ____________________________________________

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MILES WILLING TO TRAVEL FROM HOME: _________________________________

EXPERIENCE: _________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

ARE YOU TIP TRAINED: ________________________________________________

SIGNATURE: ____________________________ DATE: ________________________
GENERAL INFORMATION

MUST ARRIVE AT YOUR EVENT 15 MINUTES PRIOR TO START TIME TO SET UP FOR YOUR EVENT.
TASTINGS EVENTS MUST BE DONE SEPARATELY. MMG AND TRIIBE SHOULD NOT BE TASTED TOGETHER.
BLUE TABLE CLOTH FOR MMG
BLACK TABLE CLOTH FOR TRIIBE
MUST I.D.
TAKE PHOTO OF YOUR TABLE
TAKE A PHOTO OF ALL RECEIPTS OF EXPENSES PURCHASED FOR YOUR EVENT
EACH EVENT IS 2 HOURS. TOTAL OF 4. 1 PRODUCT CAN BE 3 HOURS.
NO CELL PHONES AT EVENT. IF IT IS AN EMERGENCY, PLEASE INFORM THE LM.
LIQUOR MUST NOT BE LEFT UNATTENDED
BRING ANTIBACTERIAL WIPES OR GLOVES
SEAL ANY REMAINING ALCOHOL AND USE FOR YOUR NEXT EVENT

RECAP/INVOICING

MUST FILL OUT A RECAP FOR EACH PRODUCT AT YOUR EVENT. EXAMPLE: 1 FOR TRIIBE & 1 FOR MMG.
MUST FILL OUT A AMBASSADOR INVOICE FOR EACH PRODUCT AT YOUR EVENT. SAME AS RECAP
ALL RECAPS AND INVOICES MUST BE COMPLETED BY SUNDAY EVENING 10:00PM

PAY STRUCTURE

HOURLY PAY: $25.00 PER HOUR (MOST EVENTS ARE 2-4 HOURS)
BONUS INCENTIVES: $5.00 FOR EVERY BOTTLE SOLD (MUST SELL 6 TO MAKE BONUS)
EXAMPLE: 7TH BOTTLE STARTS BONUS STRUCTURE 6X5=30,...9X5=45 ETC.
TRAVEL: $10 IF YOUR TASTING IS MORE THAN 10 MILES FROM YOUR HOME

SIGNATURE: ___________________________ DATE: ___________________________
5 key facts

MARTIN MILLER’S GIN

WHO is the face behind Martin Miller’s Gin?
Martin Miller is the creator of Martin Miller’s Gin. He wanted to create a gin that could be a modern classic; a gin for everyone who can appreciate fine gin. He wanted his gin to be seductive. He didn’t want it to taste like other piney or “flash in the pan” gins. He said that his gin was created with attention to every detail “and some degree of madness”.

WHEN did it come into the market?
Martin Miller’s Gin was launched in 1999 and prides itself on being the ambassador for super premium gin. It’s won numerous gold awards over the years with the International Spirits Challenge, San Francisco Spirits Competition, International Spirits Challenge, etc.

WHERE does the product come from?
It’s distilled in England with 10 botanicals – Juniper berries, coriander, angelica, florentine iris, cassia bark, cinnamon bark, liquorice, orange peel and lime. Cucumber is also added to give the gin a long crisp taste. It also cuts the acidity. The gin is then shipped to Iceland where it’s blended with Icelandic Spring Water.

WHAT is Martin Miller’s Gin?
Simply put, gin is a pure alcohol that has been flavored with juniper berries and additional botanicals and citrus peels. (Many like to say it is a flavored vodka) Martin Miller’s made sure that only the best quality botanicals are used in his gin. For instance, the juniper berries come from wherever the best berries are to be found whether that be Tuscany, Macedonia or as far as India. It is a 2-step distillation process where the citrus peels are distilled separately from the botanicals. This allows the two to coexist without the taste of juniper overpowering the citrus notes. Once the distillation is complete, it is shipped over to Iceland to be blended with Icelandic Spring Water straight from the source. This is a very pricey but worthy step in the process because the secret to the smoothness within Martin Miller’s Gin is truly in the water. Martin Miller’s Gin is the largest independently owned gin company that focuses more on the quality of their product. There is no mass production or mass advertising.

WHY is this Martin Miller’s Gin a Big deal?
It has been tested and proven by the comments of countless tasters and customers that Martin Miller’s Gin is smooth enough to drink straight. It uses the softest, purest water on the planet (gin is composed of 60% water, so the TYPE of water used IS a big deal). Numerous other gins use demineralized water, and therefore you don’t get the same gentleness on the palate. Due to the 2-step distillation process, Martin Miller’s Gin is much easier to mix with other flavors. It tastes amazing straight, in a good traditional martini or with some tonic water (preferably Fever Tree Tonic). However, it blends very nicely in various cocktails such as Southsides (like a mojito), Bloody Marys, French 75s, Apple Cider Cocktail, Paloma Cocktail, etc. We are constantly creating new fun and delicious recipes with this product! Martin Miller’s Gin isn’t like your grandpa’s piney tasting gin. It’s a gin of its own kind with much more versatility.

FOR MORE INFORMATION VISIT www.martinmillersgin.com
5 key facts

TRIIBE

WHAT IS IT?
Triibe is classified as a Celtic liqueur from the Netherlands.

WHAT’S IN IT?
It is an Irish Malt Whisky based liqueur, charcoal filtered and softened with honey. It has hints of chocolate, vanilla and caramel.

HOW LONG HAS IT BEEN AROUND?
It was launched in Europe to great success 6 years ago. It came to the US in 2013 and is doing amazing in sales.

HOW IS IT DIFFERENT FROM OTHER LIQUEURS?
Triibe represents a revolution in the drinks industry. It’s a cream liqueur that’s completely clear, dairy free and gluten free! It won’t curdle when mixed unlike other cream liqueurs. AND since it’s dairy free, it has no shelf life, meaning that it can last forever whether kept in or out of the fridge.

WHAT DOES IT MIX WITH?
Since it’s clear it means you can mix it with a variety of mixers ranging from coffee to ginger beer, coconut water, San Pellegrino Orange and more. It also mixes with liquors like vodka and whiskey. You can even pour it over ice cream and many desserts.

WHAT ARE ITS KEY SELLING POINTS?
• Versatile – can be enjoyed with a variety of mixed drinks or just simply sipped over ice. Unlike all other cream liqueurs
• Clear – looks great and does not curdle when mixed. Unlike all other cream liqueurs.
• Higher proof than Baileys for the same price or lower (must check Baileys pricing first)
• No shelf life like other cream liquors. It does not have to be kept in the fridge
• Tastes better than other cream liquors! It isn’t as thick and is a lot smoother.

FOR MORE INFORMATION VISIT www.jointhetriibe.co.uk
**BEES KNEES**  
*Whip up a Delicious Sweet Taste of the Roaring 20’s*  

**Ingredients**  
- 2oz Martin Miller’s 80 proof  
- 3/4 oz Lemon Juice & Orange Juice  
- 3/4 oz Honey Syrup (equal parts honey and water)

**Procedure:** Stir all ingredients together and serve either over the rocks or in a coupe, the options for garnish are only limited by your imagination! Alternatively, this concoction can be heated as well for a winter style mulled punch!

**SPICED CIDER**  
*Whip up a Delicious Taste of Autumn*  

**Ingredients**  
- 2oz Martin Miller’s 80 proof  
- 2oz Apple Cider  
- 3/4 oz Lemon Juice  
- 3/4 oz Chai Infused Simple Syrup. (Steep 5 Chai Tea Bags in approx 10 oz of water, remove bags and add one cup of sugar till dissolved)

**Procedure:** In a cocktail shaker or glass, muddle the cucumber, jalapeno and mint. Add ice. Pour in the gin, syrup and lime juice. Shake vigorously, then pour into a double old-fashioned (rocks) glass over ice. Presentation: Top with a splash of tonic water.

**SWEET LATINAHOOCH**  
*Whip up a Delicious Taste of South America*  

**Ingredients**  
- 1 or 2 cucumber slices  
- Slices of fresh jalapeño  
- Sprig of fresh mint  
- 2oz Martin Millers gin  
- 1 ounce simple syrup  
- 1 ounce fresh lime juice  
- Chilled Fever Tree tonic water  
- Lime wedge for garnish

**Procedure:** In a cocktail shaker or glass, muddle the cucumber, jalapeno and mint. Add ice. Pour in the gin, syrup and lime juice. Shake vigorously, then pour into a double old-fashioned (rocks) glass over ice. Presentation: Top with a splash of tonic water.

**PALOMA**  
*Whip up a Delicious Taste of Summer*  

**Ingredients**  
- 2oz MM 80 proof  
- 3/4 oz Lime Juice  
- 1oz Agave Syrup (Diluted 1:1 with hot water)  
- 2oz Ruby Red Pink Grapefruit Juice  
- Top with splash of Fever Tree Tonic  
- Garnish a with Lime
WE CARD
under age 30

WE CARD
under age 30

WE CARD
under age 30

WE CARD
under age 30

WE CARD
under age 30

WE CARD
under age 30
BRAND AMBASSADOR RECAP
PLEASE ARRIVE 15 MINUTES BEFORE YOUR EVENT FOR SET UP TIME

DATE: ____/____/_____
CHECK IN TIME: ________  |  CHECK OUT TIME: ________
BRAND AMBASSADOR NAME: ________________________________

BRAND:______________________   |  EVENT NAME:___________________________________   |  MANAGER’S NAME:________________________________________
NUMBER OF BOTTLES AT THE START OF EVENT: ___________________  (MGR INITIAL ________)   |  BOTTLES SOLD: ___________________  (MGR INITIAL ________)
MANAGER’S COMMENTS________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT YOUR AREA MANAGER
www.kindredspirits tastings.com

PLEASE ATTACH YOUR RECEIPT OF REIMBURSEMENT IN THIS AREA. AT THE END OF YOUR EVENT, PLEASE TAKE A PHOTO OF YOUR FORM AND UPLOAD TO OUR SITE.
Recommended Customer Tasting Script MMG

Unless directly asked before you offer a sample, don't even mention (up front) that it's a gin. Many Americans, when they hear the word gin, will say "I drank too much (poor quality) gin at College and don't drink it anymore!" We need to get over this misconception that every gin is like Seagrams and taste of pine needles!

This is why it's always makes it easier to offer Martin Miller’s Gin as part of a simple cocktail first.

Perhaps start off with something like:

“Come and join me for a delicious Fall cocktail with Apple, Mint, Lemon and Cucumber”

Start pouring before they answer yes or no because they're more likely to try it if you're already pouring. It’s not until they try it you should say Martin Miller’s gin is the base of this delicious cocktail. People are stunned because they never thought of gin in this manner. This is how we sell this product the majority of the time. Explain, "This is the gin that makes "non" gin drinkers, gin drinkers."

Ask them what they think?

This is the point where you can go into more detail about Martin Miller's gin....

“Martin Miller's Gin produced in Iceland. It is widely considered to be the best gin in the world by industry experts and it is one of the most awarded spirits in the world”

“Martin Miller's Gin is the smoothest gin in the world. Although it is distilled in England it is shipped to Iceland where it is blended with Icelandic spring water - the cleanest, freshest water source in the whole world. It is over 100 times more pure than something like Evian water, for example, and you get zero alcohol burn, unlike most other spirits. It is little wonder that it is Jimmy Fallon’s spirit of choice!”

“It is great but I have never heard of MMG”

“Really? Martin Millers Gin is now the largest independent gin company in the world, selling over 250k cases and is available in over 50 countries across the globe. We sell hundreds of thousands of cases but we are still independently owned”

“Martin Miller's Gin was the first super premium gin to launch in the market back in 1999”

“Martin Millers Gin would be considered an upgrade from something mass produced, like Bombay Sapphire, as it is produced with far more attention to detail and quality”
If the customer has enjoyed the Martin Miller’s Gin cocktail, then ask them if they would like to try the gin neat or as a gin and tonic with ice and a slice of lime. The neat gin should always be served chilled.

**Again ask them what they think?**

Gin can be a harder sell in America than vodka but it is changing RAPIDLY. As the US is still dominated by vodka, perhaps try to connect the two (vodka and gin) stating they often start off from the same base spirit and that gin is the actually the ultimate flavoured vodka. Instead of being flavoured with whipped cream or artificial fruit flavours, gin is infused with natural flavours such as citrus, coriander and cucumber. It can be considered a "botanical infused vodka." Sometimes this makes people more open to gin.

Gin is used in so many classic cocktails (Negroni, Clover Club, French 75, Tom Collins) and highly mixable. Most people think of a gin cocktail and they think gin and tonic or a gin martini. That’s really the extent of their gin cocktail knowledge. There are SO MANY amazing ways to use gin! Simple serves include Fever Tree tonic water, pink lemonade, ginger beer / ginger ale, San Pellegrino Blood Orange, San Pellegrino Grapefruit. By offering Martin Millers in different drinks it motivates the consumer to go home and make cocktails themselves. Really show the consumer how easy it is to go home and be creative.

This is just my quick pitch. You will all develop your own pitch in your own words just always make sure the message is consistent, clear, and hits on all key points.

**Key Points-**

**First**

MMG has been in Market since 1999 becoming the first "New Wave" Super Premium Gin, predating gins such as Hendricks and Tanqueray 10. MMG is credited with starting the gin renaissance around the world, beginning in Europe.

**Biggest**

Since launching in 1999 MMG has become the largest independently owned gin company in the world. MMG has large global fan base and is now the biggest premium gin in Spain (the largest consumer of gin per capita)

**Best?**

This is very subjective but MMG is one of the most awarded gins in the world, winning more spirits double golds than any other independent gin.
Icelandic Water Source—Why is this so important? Water is everything in a spirit; using Live Icelandic water gives Martin Millers that smooth round finish and lack of the alcohol “burn”. Evian water is made up of approximately 500 per million parts million parts of dissolved solids. The Icelandic water we use has only 6 parts per million!

Questions you may be asked and how to answer.

What Botanicals are in Martin Millers?

Martin Millers has a very traditional palette of botanicals of a traditional London Dry gin style. Here are the botanicals that are used in making Martin Millers:

- Juniper
- Coriander
- Angelica Root
- Lemon Peel
- Orange Peel
- Orris Root
- Cinnamon bark
- Liquorice
- Cassia Bark
- Lime
- Secret ingredient (Cucumber)

What's the Best way to serve MMG?

MMG is perfect chilled in a Martini, a G&T or in your favourite Gin Cocktail

If there is a question you do not know or cannot answer please feel free to say "That is great question I can take your contact info and pass it along to the brand owners".

What is the difference between the 80 proof and the Westbourne Strength?

The distillation process and botanicals is very similar but the higher proof of the WB strength (90.4) brings out the botanicals in a different manner. The 80 proof is considered by some to be softer, more floral and citrus led whereas the WB strength more spicy and pronounced.

Additional Key Information:

- Distilled in England but PRODUCED in Iceland. It is important that we play up the Icelandic angle
- Martin Millers is 80 proof and the Martin Miller Westbourne is 90.4 proof
- 93 Rating with Wine Enthusiast
- Traditional London Dry "style" Gin
- Most Awarded Gin in the World. Martin Millers Gin has won more spirits awards than any other Gin
- No other gin uses Icelandic water – the best water source in the world
Recommended Script - Triibe

“Good evening sir / madam I have something quite amazing for you to try. It is magic in a bottle!”

I don’t know what the hook should be here but it really depends on your customer and your approach. Try to avoid closed questions such as “would you like to try a sample” Don’t make it easy for them to say no.

Before you explain what they are about to sample ask the customer to smell the open bottle.

“Tell me what you smell Sir / Madam?”

Let them describe what the flavours they smell. Now every customer will be expecting a chocolate coloured cream liqueur.

“And now are you ready for the magic?”

Pour Triibe and wait for the “wow”. Let them taste it.

TRIIBE MUST BE SERVED CHILLED. I suggest keeping a bottle in the stores ice compartment and swapping it over with another bottle every 30 minutes. Alternatively use an ice bucket but bring a cloth to wipe down the bottle so it doesn’t get sticky.

“So what do you think? Incredible isn’t it!”

99% of people say amazing, different, interesting or just “wow” but it useful to let them praise the product first and smile a knowing smile and nod at them in agreement. There is no need to oversell it. Let them tell you the flavours they experience. It is subjective after all. We need to make the customer feel that we have heard the praise a million times already and now they are in on the secret. Basically why wouldn’t you buy a bottle...

Now talk more about the key selling points:

“Triibe represents a revolution in the drinks industry. We have managed to make a cream liqueur COMPLETELY CLEAR AND VIRTUALLY DAIRY FREE! “

“Not only does it look, taste and smell better than your typical cream liqueur but the fact it is clear means you can simply enjoy it over ice or you can mix with many mixers, such as San Pellegrino Orange, Ice Coffee or ginger beer to create a refreshing alternative. It is so VERSATILE and it won’t curdle like other cream liqueurs!”

“As it is virtually dairy free it has NO SHELF LIFE either so it will last forever in or out the fridge”

If asked what it is:

“It is similar to a cream liquor (like Baileys) but without the cream”

If you are pressed even further about what it is in it:
“It is an Irish Malt Whisky based liqueur, charcoal filtered and softened with honey”. Maybe add “with hints of chocolate, vanilla and caramel”

However, you don’t need to sell the fact that is malt whisky based, as this often confuses people who are not aware that most cream liquors are whiskey based. You will potentially put people off that don’t drink whisky.

If pushed further:

“the recipe is top secret! It took them years to develop so they don’t want Baileys to copy. As I said it is a magic is a bottle!”

If they don’t like it then act friendly but genuinely surprised. Perhaps add:

“wow you are the first person that has said that to me” “what is it you don’t like?” “please try some with some San Pelligrino Orange”

If they enjoyed the sample and you have got their feedback perhaps add:

“The next great thing about the product is the price! It costs less than $20 (check store price). So how many bottles do you want (cheeky wink)?

Other questions:

“How long has it been around?” It was launched in Europe to great success 6 years ago. It came to the US in 2013 and we are already selling it quicker than we can get it across the pond!

Rather than list out lots of potential questions please keep a record of any recurring questions on your recaps and we will update you. An acceptable answer to an unknown question would be:

“interesting question – let me take your contact details and I will ask the brand owners”

The most important thing is it tastes great and it can be mixed! Don’t get drawn in to specifics.

Key Selling Points:

- Versatile – can be enjoyed with a variety of mixed drinks or just simply sipped over ice.
  Unlike all other cream liqueurs
- Clear – looks great and does not curdle when mixed. Unlike all other cream liqueurs.
- Higher proof than Baileys for the same price (must check Baileys pricing first)
- No shelf life like other cream liquors. It does not have to be kept in the fridge
- Tastes better than other cream liquors!