

# ESPRESSO MARTINI HAPPY HOUR WITH

**GALLIANO**  
LIVORNO 1896

MINI 1.5 OZ COCKTAIL SERVE ATTRACTIVELY PRICED FOR HAPPY HOUR SUPPORTED BY GLASSWARE

- Espresso Martini is currently one of the top 10 cocktails in the US
- The share of Americans who planned to drink less rose from 34% (2023) → 41% (2024) (Circana)
- Industry press is explicitly calling out mini cocktails / tiny cocktails as a growing bar trend tied to moderation and price sensitivity
- Why Galliano Espresso liqueur?
  - Galliano Espresso is the most awarded 'espresso' liqueur in the market
  - It has full-flavored palate similar to a real espresso coffee served in Italy
  - It is all natural, non GMO and does not contain corn syrup
  - Galliano's rich, bold espresso flavor, makes the ultimate espresso martini



- What:
  - Add Galliano Espresso Martini half cocktail serve for happy hour / power lunch
  - Receive non branded glassware for support – 24 units of 2.5 oz cocktail coupe
- How
  - Using half measures – 1.5 oz total cocktail, targeting high reorder rate
  - Price the cocktail at a can't refuse level to ensure high rotation
  - Best for Espresso Martini Machine accounts to reduce the effort level



@GALLIANOCOCKTAILS