

TRIAL
ON PREMISE

CHANNEL SEGMENTATION



Craft Cocktail Bars

Irish
Whiskey
Sour

Muff Gin
and Tonic



Irish Pubs & Restaurants

Muff Irish
Coffee

Muff
Whiskey
Ginger



Nightclub & Dance Venue

Muff Vodka
Red Bull

Muff Gin
Fizz



Brunch Spots

Muff Vodka
Bloody Mary

Gin Mimosa

