

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