



# **Speakeasy Baltimore Bartender Lab -**

Comprehensive Report

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# Introduction

Overview: Hosted at the Baltimore Spirits Company over several days in the late summer of 2024, our Baltimore Bartender Lab aimed to provide a community-building experience. This event and all future events will be focused on communities and access.





# Table Of Contents

<b>Message From CEO</b>	<b>01</b>
<b>Event Success Evaluation</b>	<b>02</b>
<b>SWOT Analysis</b>	<b>03</b>
<b>PESTLE Analysis</b>	<b>04</b>
<b>Metrics: Success and ROI</b>	<b>09</b>
<b>Event-Specific Metrics and KPI's</b>	<b>11</b>
<b>The Brands</b>	<b>12</b>
<b>Key Takeaways</b>	<b>17</b>
<b>Recommendations</b>	<b>25</b>
<b>Conclusions</b>	<b>26</b>

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## Message From CEO



I speak for our entire team when I say that I am beyond thrilled that our industry was willing to go on this ride with us. There are always new ways to engage those that we want to work with, in whatever form be it buyer, ambassador, influencer, or someone to suggest our products at the bar. We all worked hard to make this happen, from Max at Baltimore Spirits Co, to Shaun who gave us tons of ideas and Raj who provided some of the most interesting spirits of the week. Our team, Chandler, Todd and Myself are grateful for the opportunity to serve our beverage community and build new relationships and hopefully provide value in what we do.

***Justin Koury***



# Event Success Evaluation

- **Attendance and Engagement:** We set out to host over 4 days of events, with 20-30 and 26 registered for events. The total number of attendees was 41. We enjoyed our industry nights, our intimate dinners with 30 year old wine and sipping and learning together.
- **Highlights:** From Sunday, August 25th through Wednesday, August August 28th, BevFluence hosted a series of events in Baltimore designed to provide education to bartenders, sommeliers, media, craft beverage professionals, and even distillers. The sessions included seminars, forums, hands-on training, and distillery tours presented by well-known local and national craft beverage experts. Sunday to Tuesday, the sessions were held at the Baltimore Spirits Company, and Wednesday featured a tour of Sagamore Spirit.
- **Attendee Feedback:** Those who attended had plenty to say about the difference between standard industry events and our “cultivated experiences,” as one attendee called it. More in other sections All who attended said the same thing, this was fun and educational. Many said that its was different enough to make it worth it and some even traveled a few hours to attend.
  - Attendees said that the seminars were great, but having creative time and fun ingredients was like no other event.



# SWOT Analysis

- **Strengths:**

- Unique event concept and exclusive setting.
- High-quality brand partnerships and hands-on experiences.
- Engaging the community through restaurant and meal experiences leads to higher ROI for the brand and the host city.
- We restrict the number of attendees during the seminar and lab portions of the Speakeasy, but other sponsorship opportunities allow for greater reach, interaction, and relationship building.

- **Weaknesses:**

- Limitations in event space that could affect capacity.
  - Lack of participation from local guilds.
  - Social media has some benefits, as does our newsletter. However, these events are in person with some online components to be added to build relationships and learn together, not just a splash and dash.
  - We continue to build our reputation in the bartender sector as we previously have done in wine.

- **Opportunities:**

- Expanding to additional cities and markets.
- Industry nights, game nights, brand-sponsored meals, and brand-sponsored seminars allow brands to gain more interactions without extensive planning or output.
  - Chicago, Denver, Philadelphia, Long Island, Phoenix, Dallas, Portland, and Maryland have all received 2025 pitched based off the success of Baltimore.
- Partnering with more brands or introducing new beverage categories.

- **Threats:**

- Competition from other industry events and festivals.
- Possible regulatory or compliance issues related to alcohol distribution and sales.

# PESTLE Analysis



- **Political:** Regulatory constraints on alcohol promotion, influencer partnership policies, and city-specific regulations require our compliance in multiple markets.
- **Economic:** Market demand for premium cocktails, spending behavior in Baltimore, and potential financial barriers for small brands. This is where brands who understand how vital our reach is and how successful these events are will see the economic advantages of investing in our focused programs rather than others.
- **Social:** The rise of cocktail culture, consumer interest in craft beverages, and trends in local social dynamics and wine/ cider cocktails make our events more desirable for brands.
- **Technological:** Digital tools for check-in, social media sharing, and data capture for attendee engagement, such as our platform for reviews and our third-party analysis of success.
- **Legal:** Licensing requirements for alcohol events, compliance with local laws, and brand partnership agreements. This is why we typically do not work with consumer events; however, we are also expanding that idea.
- **Environmental:** Sustainable practices adopted include asking for limited shipping and packing material, re-delivered when available, recycling, and using products multiple times.



# Our Speakers:

**Brand Engagement and Exposure:**





# Global Whiskey

The Speakeasy commenced with a session presented by spirits judge and personality **Tracie Franklin** on Spirited Whisk(e)y's of the World and featured whiskies from Japan (Takamine Whiskey), Taiwan (Kavalan Whisky), Australia (Morris Single Malt Whisky), Denmark (Stauning Whisky), England (Cotswolds Single Malt Whisky), and France (Brenne Whisky). This was a highly educational experience introducing attendees to regions and distilleries that are not usually immediate thoughts when referring to whisky. Tracie delved into the history of each distillery, their production processes, and what makes them unique in the world of whisky.



# Tasting Notes

Cocktail entrepreneur, podcaster, and cocktail expert **Eric Kozlik** followed with a session entitled, Why Your Tasting Notes are Bullshit. In essence, to draft a quality tasting note, the author should fulfill both a goal (accuracy) and a purpose (connection to the liquid). Get to the Heart of the liquid through triangulation of the flavor and category. We will be posting snippets to get you on your way.





# Rye Rumble

**Tracie Franklin** returned Monday afternoon to moderate a panel on Maryland, Virginia, and Pennsylvania Rye Whiskey through the expressions of the Baltimore Spirits Company (MD), Sagamore Spirits (MD), Catoctin Creek Distilling (VA), and Dad's Hat Rye (PA). BSC tri-founder and Head Distiller Eli Breitburg-Smith represented Maryland's experiences, Catoctin Creek's Regional Sales Manager Avalon Oona Haas represented Virginia, and Tracie represented Pennsylvania — although Marketing Manager Len Boris represented Dad's Hat Rye for the remainder of the afternoon. The information presented was informative, sometimes affably combative, and tasty as we sampled Rye whiskies from the four distilleries.





# Lead Generation and Conversions:

Bartenders are the original influencers, possessing a direct connection to consumers. Customers rely on their expertise for recommendations, advice on new products, and personalized style choices, all built on established relationships.

The first hands-on Bartender Lab followed by Chandler Tomayko discussing Cider Cocktails and a free-range deep dive into the various spirits, flavors, bitters, and ciders – the latter entered through our Pomme and Perry Showcase campaign. The participants started with whiskey, gin, and rum-based spirits, then incorporated flavors from Amoretti and Weber Flavors before augmenting with Chinola Fresh Fruit Liqueurs, Scrappy's Bitters, and Bitter End Bitters.



# Hands On

Later that day, local Cultivator of Cocktails Shaun Stewart and Jessie Marrero presented a hands-on session called Basic Batches: How to Batch Cocktails for more efficient operations. They provided best practices and methodologies for front-loading your cocktails and building scalable cocktails.

On Tuesday, Chandler presented a specialty in Little Libations where participants created mini cocktails that provide experience crafting cocktail flights. She explained the basic concepts of why little libations matter, the arithmetic behind decreasing recipe size, and how to have fun experimenting with these concoctions.

The day ended with a free-flowing Bartender Lab where bartenders and influencers sparked their cocktail creativity spirit in the Fool Around and Find Out Time. The participants could apply what they had learned over the last three days to dozens of available cocktail ingredients.





# Event-specific metrics and Performance Indicators

KPI's-Based on the standard analysis, the performance indicators were the number of attendees, our inherent trustworthiness to provide value to the attendees, and the value of participating brands.

All participating brands were showcased for several days and had the opportunity to be tasted and tested by dozens of industry professionals, many of who had not tried these brands. Our unique ability to bring various brands together and give the industry a creative moment is unquote to the community.





# The Brands



## **Amoretti**

- Value Received: Highlighted their extensive flavor range with a dedicated workshop, showcasing ease of use in bartender labs and capturing content for future promotions.
- Performance Indicators: Growth in social media followers during the event, increased inquiries about sample kits, and data on recipe downloads featuring their products.



## **Amrut**

- Value Received: Elevated their global whisky portfolio, including Nilgiris Gin, Old Port Rum, and Two Indies Rum, through tastings and hands-on workshops.
- Performance Indicators: Surge in international attention on social media and a notable increase in U.S.-based retail interest.



## **Baltimore Spirits Co.**

- Value Received: Showcased their local craft offerings through Baltimore-centric cocktail pairings and collaborative activities.
- Performance Indicators: Significant boost in local retail interest and tasting room traffic to come.



## **Bimber**

- Value Received: Positioned as an emerging global whisky brand by emphasizing small-batch craftsmanship.
- Performance Indicators: Enhanced visibility in U.S. markets; increased web traffic during and after the event.

# The Brands



## Bitter End Bitters

- Value Received: Recognized as a versatile modern mixology product, bartenders showcasing innovative recipes.
- Performance Indicators: There was positive feedback from attendees in post-event responses.



## Blackadder

- Value Received: Established its niche as a provider of raw cask whiskeys that appeal to whiskey aficionados.
- Performance Indicators: The attendees seemed to enjoy all of them



## Bold Rock

- Value Received: Highlighted their cider offerings as versatile cocktail bases and stand-alone options.
- Performance Indicators: Positive feedback from cider cocktail sessions and increased retail visibility.



## Catoctin Creek

- Value Received: Strengthened their reputation for organic, craft rye whiskey, engaging directly with bartenders and influencers.
- Performance Indicators: Appeared in a seminar and got great feedback from the rye panel attendees.

# The Brands

## Chinola



- Value Received: Promoted as a premium passionfruit liqueur for tropical and refreshing cocktails.
- Performance Indicators: High-rated product in attendee feedback and hopefully will be attending the Chicago event.



## Dad's Hat

- Value Received: Highlighted their Pennsylvania-style rye in craft cocktail challenges.
- Performance Indicators: Attended the event in person for expanded bartender advocacy.



## Drouet

- Value Received: Focused on their premium Cognac portfolio, paired with tasting notes to educate bartenders.
- Performance Indicators: Positive reviews during the event boosted interest in the category among attendees.



## Flying Fox

- Value Received: Focused on their unique take on vermouth and fortified wines, providing bartenders with versatile new ingredients.
- Performance Indicators: Increased inquiries for product availability and collaborations on craft cocktail recipes



# The Brands

## LYON



- Value Received: Promoted their rum line as a creative cocktail component with workshops on tropical flavors.
- Performance Indicators: The orange Curaçao they make will be featured in publications in 2025.



## Rosie Cheeks Distillery

- Value Received: Positioned their brand as a playful, creative option for cocktails, appealing to younger demographics.
- Performance Indicators: High participation in recipe submissions and an uptick in social media mentions using their branded hashtags.



## Sagamore Spirit

- Value Received: Positioned as a key player in the Maryland rye market, engaging participants with educational sessions.
- Performance Indicators: Participated in a visit with 10 attendees and saw bottle sales.



## Scrappy's Bitters

- Value Received: Positioned as a premium bitters option through exposure to top-tier bartenders and influencers. Recipes featuring their products gained traction on social media.
- Performance Indicators: Increase in social media mentions and measurable engagement through our third-party verification.

# The Brands

## Sipsong Spirits



- Value Received: Gained recognition for their botanical-driven gins, especially in innovative cocktail pairings.
- Performance Indicators: Some influencers are asking to partner

## Stillmank Brewing



- Value Received: Introduced their ciders as a cocktail component.
- Performance Indicators: Increased attention in pairing sessions and expanded collaborations with bartenders.

## Tenth Ward Distilling



- Value Received: Showcased their innovation in craft distilling with modern, edgy products.
- Performance Indicators: Expanded media mentions and new collaborations with cocktail developers are coming soon.

## Wine Collective Vermouths



- Value Received: Featured as a premium, locally crafted vermouth in cocktail workshops, highlighting its versatility and unique flavor profiles.
- Performance Indicators: There is significant interest from bartenders in using it as a key ingredient in cocktails





# Key Takeaways and Lessons Learned

- The event spotlighted innovation in both product offerings and marketing strategies:
- **Product Diversity:** The product range reflects a dynamic and evolving industry, from experimental gins and global spirits to heritage-inspired whiskeys.
- **Digital Integration:** Social media campaigns amplified the event's reach, with hashtags and real-time content sharing fostering broader engagement.
- **Professional Development:** Attendees left with enhanced skills and knowledge applicable to their work in bars, restaurants, and media. The event provided tools for creating innovative cocktails, engaging with brands, and understanding market trends.
- **Brand Awareness:** Brands benefited from direct interaction with a targeted audience of industry professionals and influencers, resulting in increased visibility and valuable product feedback.
- **Future Strategies:** Feedback suggests a strong interest in expanding the scope of future events to include broader themes, such as global trends, sustainability, and advanced mixology techniques.
-



# Key Takeaways and Lessons Learned

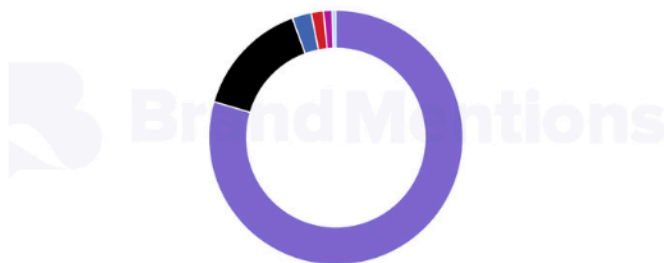
## Strengths and Success Drivers

The Baltimore Bartender Lab and Speakeasy successfully united a diverse array of distilleries, cideries, and other beverage producers to present their offerings to a targeted audience comprising bartenders, sommeliers, influencers, and industry professionals. The event prioritized hands-on learning, creativity, and collaboration, facilitated through tastings, demonstrations, and networking opportunities.

### The social Media:

Using the hashtag #BevFluenceBaltimore we extracted from August 21st to September 21st the Following Data

#### Mentions by Media Type

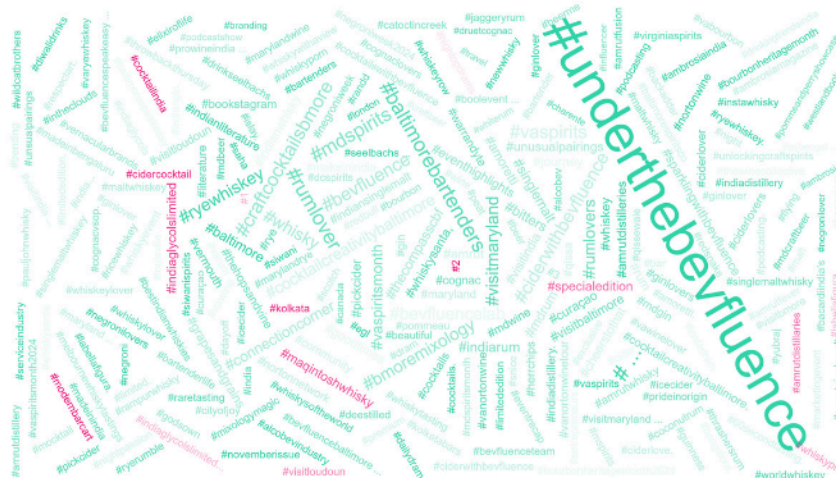


Source	% - mentions
Instagram	79.56% - 358
X(Twitter)	14.89% - 67
Facebook	2.44% - 11
YouTube	1.56% - 7
Site	1.11% - 5
Others	0.44% - 2



● ● ● Hide sentiment

Hashtag	No. of uses
1. #underthebevfluor	113
2. # ...	29
3. #baltimorebartend	28
4. #rumlover	28
5. #mdspirits	27
6. #craftcocktailsbmc	24
7. #bevfluence	23
8. #ciderwithbevfluor	22
9. #vaspirits	21
10. #bevfluencelab	20
11. #whisky	20
12. #bmoremixology	19
13. #visitmaryland	19
14. #ryewhiskey	18
15. #rumlovers	17
16. #cocktailcreativit	15



### Key Metrics:

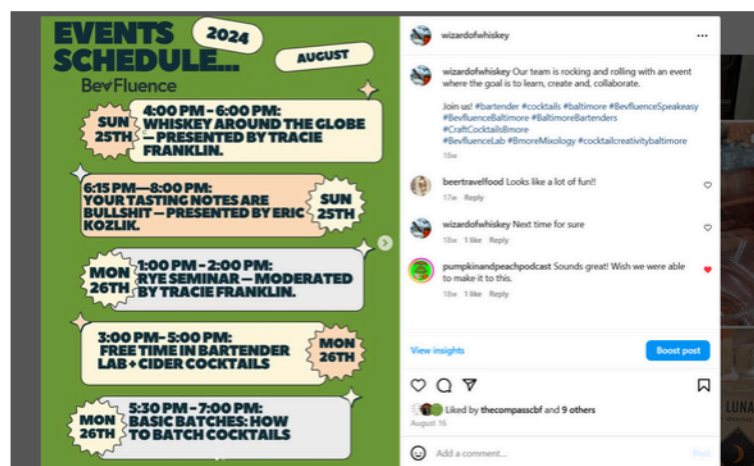
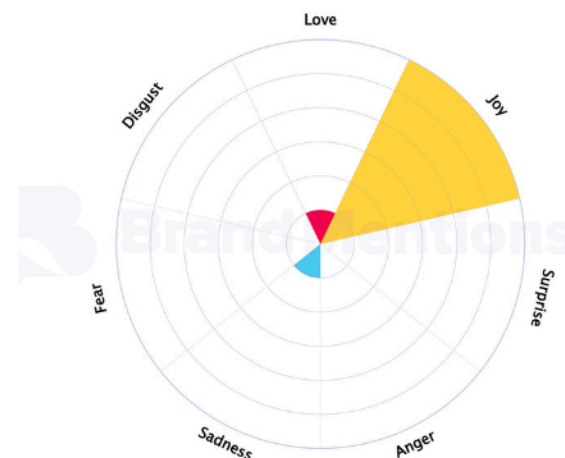
- Mentions: 217 total mentions across platforms.
- Reach:
  - Social Media: 195.2K
  - Web Media: 34.1K
- **Engagement:** 708 total social interactions (likes, shares, comments).
- **Sentiment:**
  - Positive: 86% (170 mentions)
  - Neutral: 3% (6 mentions)

### Platform Insights:

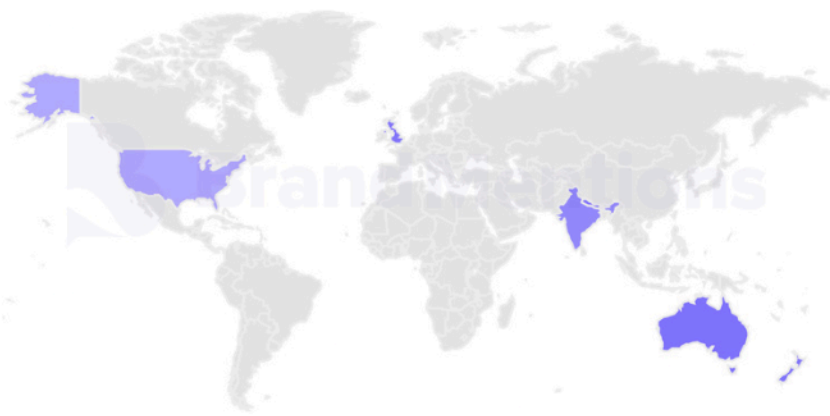
- Most mentions and engagement came from Instagram (138 mentions) and X (Twitter) (43 mentions).
- The top performing content included mentions of brands like Amrut, Rosie Cheeks Distillery, and Catocin Creek, often in the context of creative pairings or cocktail features.

### Peak Engagement:

- Highest activity days included specific promotional posts on Instagram and Twitter, particularly involving unusual pairings and cocktail creativity.







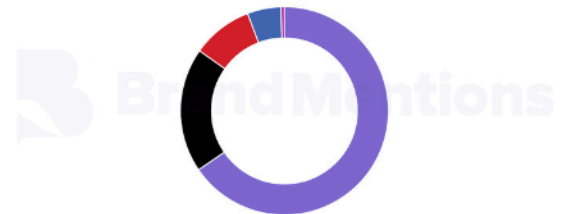
- 1 . U.S.A. 17
  - 2 . India 8
  - 3 . Singapore 5
  - 4 . United Kingdom 3
  - 5 . Nepal 3
  - 6 . Australia 2
  - 7 . New Zealand 2
- Mentions by Media Type

### Best Times for Activity:

- Thursdays at 11 PM and Saturdays at 11 PM saw the highest interaction rates, indicating key posting windows.

### Top Themes:

- Pairings (e.g., Amrut Two Indies Rum with snacks)
- Regional highlights (e.g., Maryland spirits)
- Innovative cocktails and industry education sessions.



Source	% - mentions
Instagram	65.45% - 125
X(Twitter)	19.37% - 37
YouTube	9.42% - 18
Facebook	5.24% - 10
Site	0.52% - 1

**RYE PANEL:  
MODERATED BY  
TRACIE  
FRANKLIN**

**Monday, Aug 26th, 1:00 PM - 2:30 PM:**  
**Baltimore Spirits Company**  
**1700 W 41st St #430,**  
**Baltimore, MD 21211**

**BevFluence**

bevfluence

bevfluence What's on the agenda for today, August 26th, at the BevFluence Baltimore Speakeasy and Bartender Lab?

Want to learn more about Virginia, Maryland, and Pennsylvania Rye Whiskey? Tracie Franklin moderates a seminar with Baltimore Spirits CO, Catocin Creek Distilling, and Dad's Hat Rye.

Want to learn how to batch cocktails. Join us as local Cultivator of Cocktails Shaun Stewart describes his process.

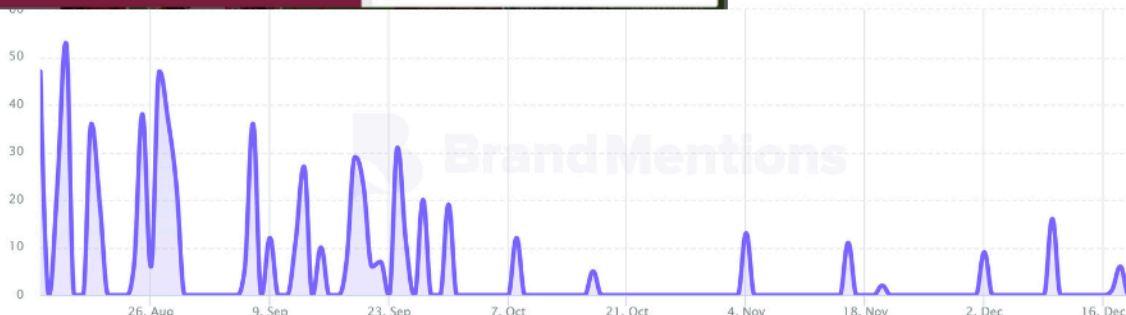
Join us to create new cocktails, new ideas, and new memories during our two days of Bartender Labs. Discover cider cocktails, Virginia Norton wine, and many other interesting craft beverages.

@spirited\_tracie  
@shaunpointonepercenter  
@thechicfullredhires  
@baltspritsc  
@sagamorespirit  
@catocincreek  
@dadsdhatrye  
@theneatglass  
@amoretts

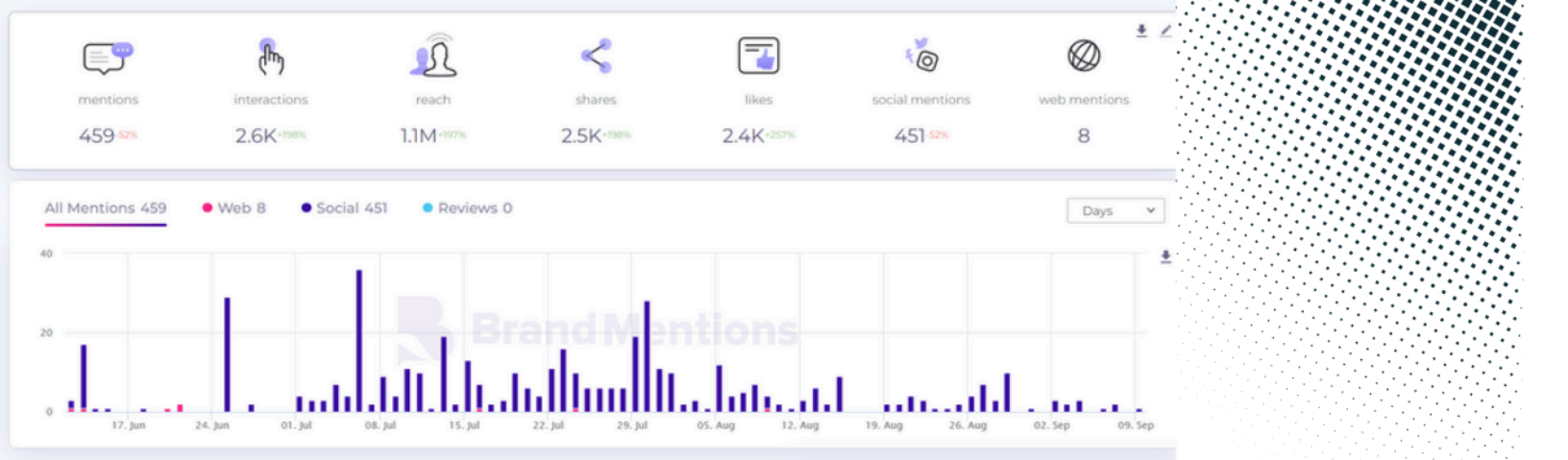
Liked by tmgodbout and 23 others

August 26

Add a comment...







Latest Mentions

Post

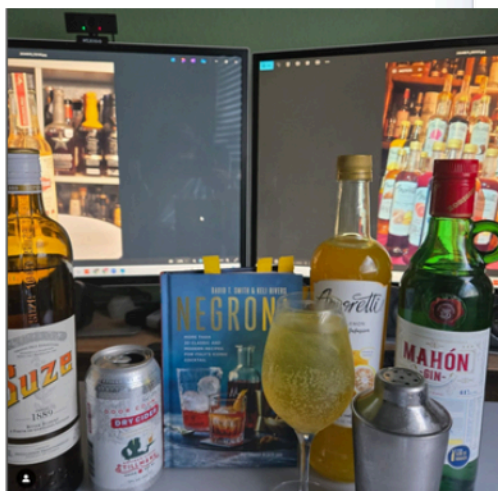
Deck Therapy has a new beverage on deck...haha get it! Unicorn Fuel Black Cherry & Hibiscus Dry Cider Nice aromati...

Related Hashtags

Hashtag	No. of uses
1. bevfluencespeakasy	42
2. bevfluencesbaltimore	24
3. cidervithbevfluenc	21
4. pickcider	16
5. baltimorebartenders	16
6. bevfluencelab	16
7. bmoremixology	14
8. cocktailcreativitybaltimore	13
9. craftcocktailsbmore	13
10. ciderlover	13

Context of Mentions

Context	No. of uses
1. pomme perry	13
2. perry showcase	13
3. bmoremixology cocktailcreativitybaltim	12
4. bartender lab	10
5. speakeasy bartender	9
6. pickcider pommeperryshowcase	9
7. underthebevfluenc bevfluencespeakasy	8
8. picnicbrunch brunchanywhere	8
9. weekendbrunch picnicbrunch	8
10. mimosabrunch weekendbrunch	8



wizardofwhiskey and bevfluenc

wizardofwhiskey "The bitters are excellent for your liver; the gin is bad for you. They balance each other." - Orson Welles, upon first trying the Negroni in 1947.

We celebrate #negroniweek with exuberance, and joy. This cocktail evokes so many emotions, reactions, fear, loathing, love and passions that it is no wonder it stands as one of the top cocktails.

I made a white version inspired by the talented writers of Negroni David Smith and Kelli Rivers and it never disappoints.

I turned mine into a Negroni Spritz with Cider! Because I can't

@xoriguergin  
@amoretti  
@suzeeofficial  
@stillmankbrewing

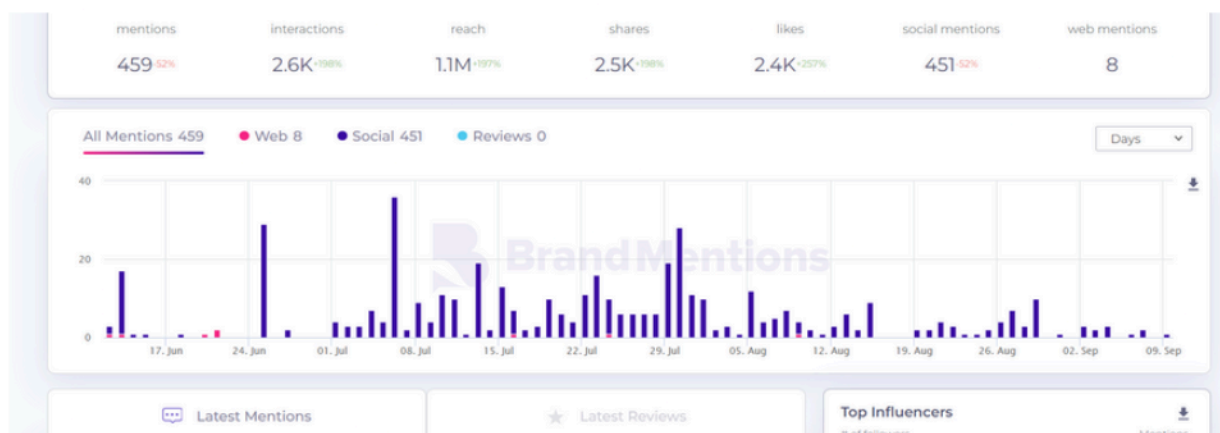
#underthebevfluenc #bevfluencespeakasy #cidervithbevfluenc #bevfluencesbaltimore #littleslabbars #bitters #amoretti

View insights Boost post

Liked by thecompasschf and 17 others September 20

Add a comment...

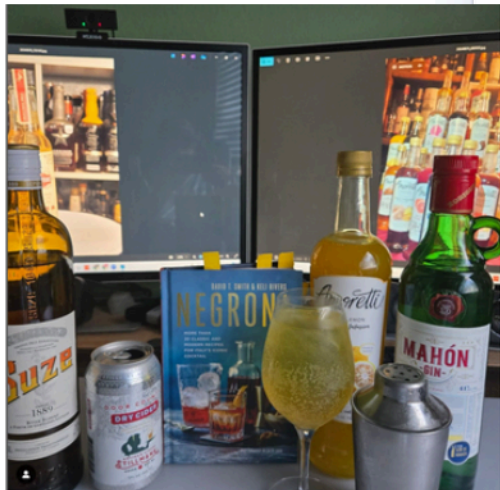
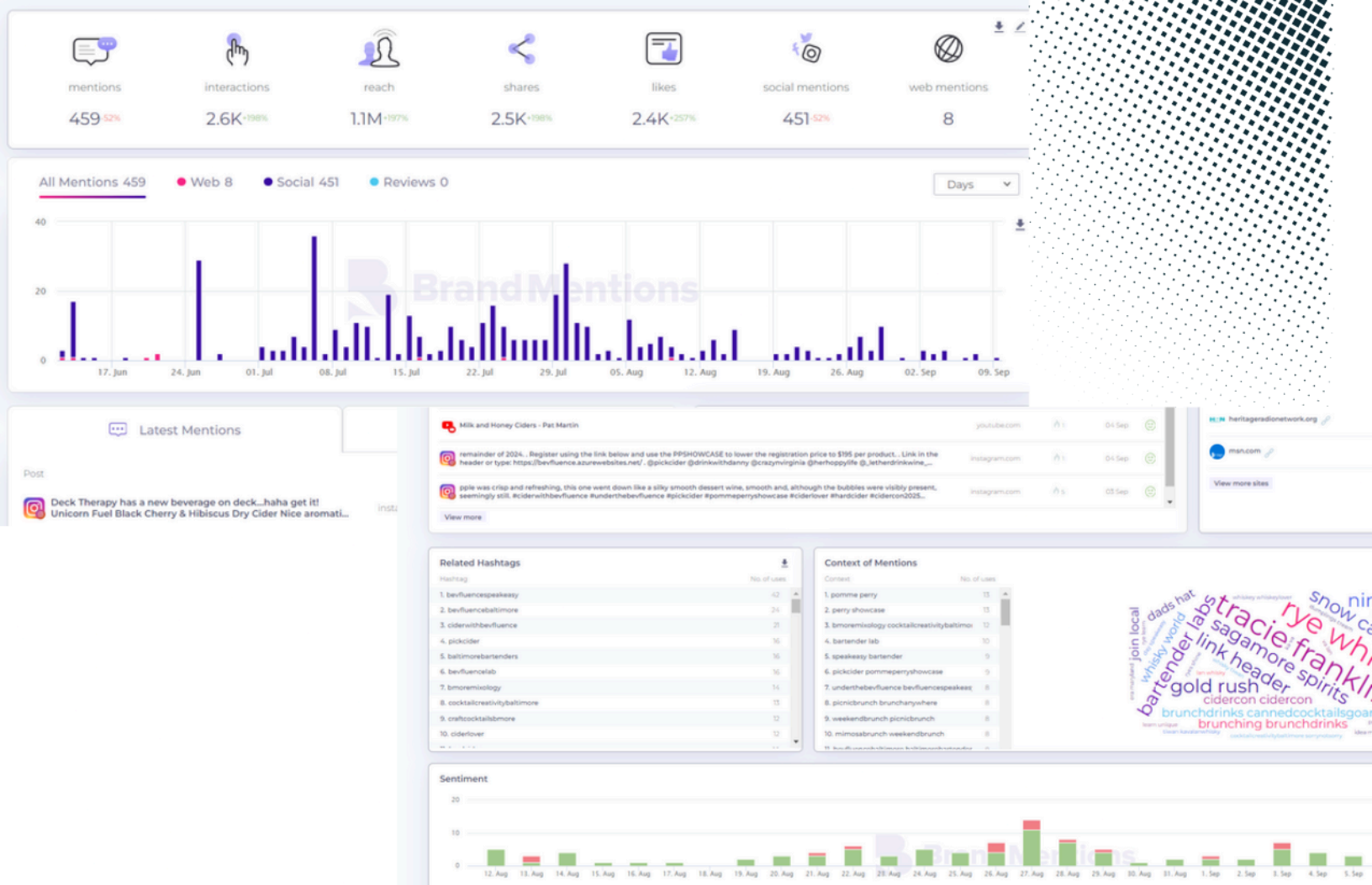
Interactions











wizardofwhiskey and bevuence

wizardofwhiskey "The bitters are excellent for your liver; the gin is bad for you. They balance each other." - Orson Welles, upon first trying the Negroni in 1947.

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@xoriguergin  
@amoretti  
@suzeeofficial  
@stillmankbrewing

#underthebevuence #bevuencepeakasy #cidervithbevuence #bevuencebaltimore #littleslabbars #bitters #amoretti

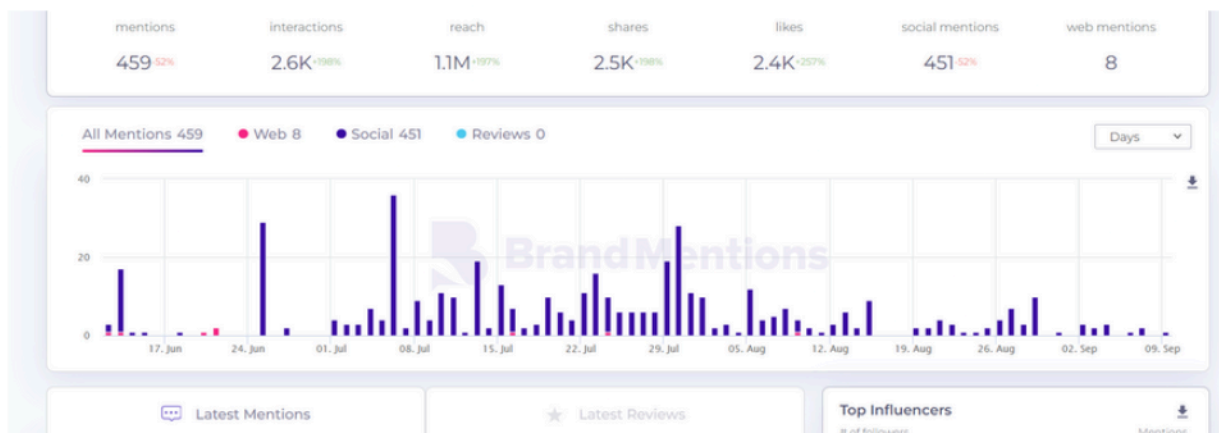
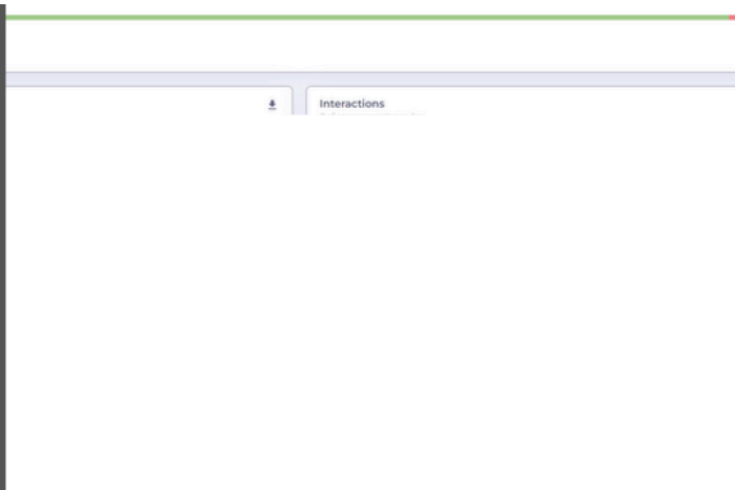
View insights

Boost post

Liked by thecompasschf and 17 others

September 20

Add a comment...









# Recommendations:

## Recommendations

- Future BevFluence Speakeasy events will continue to build community relationships, engage the active audiences of bartender, media, influencers and somms.
- Brand will send product to regional BevFluence offices to ensure content is created prior and after the events take place.
- Brands will be asked if they want to send additional amples to be shared during post event campaigns (Best of 2025, Little Libations...etc...)
- Fresh juices will be made available for use
- Brands should take a more active roll in engaging on all posts. Posts on social media get 35% more engagement when the brand who is tagged also comments.
- Brands should invite buyers, key accounts in future event markets and they even have a sponsorship option to send their top buyers to our events.





# Conclusions

## Conclusions

- **Summary of Findings:** The event successfully bridged gaps between producers, media, and hospitality professionals, creating a more connected and collaborative community.
  - The social media and online buzz generated hundred of posts and will continue for much of 2025.
- **Strategic Recommendations:** Brands should focus on their growth strategy through our events, adding value to their planning and lessening the need for larger projects.
  - joining several small and focused events in 2025 will bring more value.
- **Long-Term Impact:** The Baltimore Bartender Lab & Speakeasy exemplified the best of the industry—innovation, collaboration, and a commitment to excellence.
- **Events in the future will include:**
  - Brands joining as early as possible
  - All entries tasted blind first





# Conclusions...

## Conclusions

- In total we created 3451 pieces of content (videos, reviews, pictures).
- 200 social media posts and counting and reach 1.1 million impressions using all of our hashtags and dating from August 15th- December 19th 2024. The content from the Baltimore events will continue to be released as will new content using the ingredients.
- Spent several days in Baltimore, tasted 95 beverage products had 11 meals and met 34 amazing people.
- We learned that Baltimore is a great market and we will be returning in 2025!



CONTACT US!

# Get in Touch with Our Team Today



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[BevFlunce.com](http://BevFlunce.com)