

BevFluence® SPEAKEASY

Sponsorship & Site Visit Program — TERROIR 2027

TERROIR 2027 — FIVE CONFIRMED MARKETS

Chicago · Boise Region · Texas · Bay Area · Pennsylvania

We bring mentorship, education, discovery and playtime to wherever we go!

PAST EVENTS

Chicago 2025

Eris Brewery & Cider House

Baltimore 2024

Spirits & Bartender Lab

San Diego 2024

Coastal Spirits Experience

San Antonio 2025

Henry B. Gonzalez Conv. Ctr

Influence. Innovate. Imbibe.

#underthebevfluence #bevfluencespeakeasy #TERROIR

What People Are Saying?



Learning and the deep dives into regions and products are the best part of what BevFluence provides. — Steven Hirschauer, USBG-San Diego



Steven Hirschauer
USBG-San Diego

THE SEVEN CATEGORIES

TERROIR 2027 — producer campaign structure



Touriga & Portuguese

Touriga Nacional is the backbone of Vintage Port and the hero of Douro table wines, yet it remains a discovery item on most US lists. TERROIR's Portuguese Varietals category covers the Douro, Alentejo, and Dao, alongside a wave of American producers in Paso Robles and Amador County.



Emerging

Deliberately broad by design: mezcal and rare agave spirits, cachaca, pisco, baijiu, arrack, clairin, and the rapidly growing functional/adaptogenic non-alcoholic category. This is where the most culturally curious bartenders and sommeliers live — the early adopters who championed mezcal before it was mainstream.



Riesling

The most misunderstood grape on earth, and the most exciting once understood. Today's story is Grosses Gewachs dry Riesling from Mosel, Rheingau, Alsace, Clare Valley, and the Finger Lakes — increasingly a base for low-ABV cocktail builds.



Rum

Rum is in its most significant cultural moment in decades — from Hampden Estate's high-ester funk to Martinique's AOC rhum agricole to American craft rum from Boston to Louisiana to Hawaii. TERROIR captures the category at its inflection point.



Obscure

Champions lesser-known grapes and regions — Teroldego, Fernao Pires, Grenache Blanc, Tokaji, Rakija — giving bartenders and sommeliers a structured platform to explore underrepresented varieties and translate that exploration into guest education.



Italian Varietals

Italy authorizes over 350 indigenous grape varieties, yet the American market is dominated by a handful of familiar names. TERROIR's Italian Varietals category is about everything beyond the obvious and every region making these grapes.



Rye

The cocktail industry's original spirit — the base of the Manhattan, the Sazerac, the Ward 8. Heritage Maryland-style, Pennsylvania Monongahela restoration, Vermont farm-to-bottle, and Canadian pot-still traditions all belong in this category.

SUBMISSION DEADLINE: OCTOBER 31, 2027 — FINAL

OUR AUDIENCE

Who shows up, and why it matters

CREATORS & COLLABORATORS

- Active bartenders with social presence, sommeliers/wine educators, spirits writers, niche wine/spirits/cocktail creators
- Engagement rate and category knowledge qualify — not follower count; nano/micro (1K–50K) prioritized alongside larger accounts
- Speakeasy access, Content Studio production support, multi-platform posting opportunities, byline credit in the 2027 Holiday Beverage Guide
- Multiple posts across platforms, real category engagement, attendance at minimum one Speakeasy
- Applications at bevfluence.com/terroir

TRADE PROFESSIONALS

- 25–35 hand-selected attendees per Speakeasy event, not open registration
- Real education: blind flights, structured Discovery Lab sessions by category, not passive tasting
- These are the campaign's ambassadors — the mechanism by which category awareness spreads to consumers
- Relationships and category expertise that outlast a single weekend; no booth, no badge-scan, no trade-floor noise

TRADE MEDIA

- Beverage trade publications and industry media
- Food/beverage consumer press for Holiday Gift Guide pickup
- Reached at the moment of Gift Guide placement — timed for peak holiday shopping season
- The 2027 Holiday Beverage Guide itself is pitched to media as a standalone editorial resource — tasting notes, producer profiles, verified metrics, event photography
- Podcast network coverage: BevFluence's own community podcasts plus partner podcasts pitched the same category angles



PRODUCER ENTRY

Base TERROIR participation — separate from event sponsorship

Every producer submission includes blind tastings, Bartender Lab activation, social tags, and content creation across the full campaign — automatically, regardless of sponsorship level.

Phase	Window	1–5 subs	6+ subs
Early Bird	Aug 3, 2026–Jan 31, 2027	\$435	\$325
Standard	Feb 1–Oct 31, 2027	\$600	\$435

Holiday bonus: submissions received before October 31, 2026 receive two cycles of Holiday content (2026 and 2027). Sales tracking is not included; available separately as paid work, quoted on request.

REGISTER: [BEVFLUENCE.AZUREWEBSITES.NET](https://bevfluence.azurewebsites.net)



SPONSORSHIP OPPORTUNITIES

Speakeasy event-level — optional, brand-level

C CONTENT HOUSE SPONSOR \$6,000 Exclusive 3-day branded Content House residency. Full social integration plus a post-event digital series.	H HOSPITALITY SUITE SPONSOR \$6,000 Branded suite for the full run. Welcome reception, showcase slot, dedicated content session.
T TRANSPORTATION SPONSOR \$6,000 Logo on all vehicles, named transport provider across site visits and the bar hop.	B BAR HOP SPONSOR \$3,000 Own the night. Branded bar hop across multiple venues, featured in the recap video.
K KARAOKE SPONSOR \$3,500 Sponsor the closing-night karaoke event. Logo on materials, exclusive bar placement.	G GLASSWARE SPONSOR \$3,000 Your glassware in every pour, photo, and video across the full run.
N NON-ALCOHOLIC / MIXERS \$3,000 Products featured across all sessions, mocktail lab integration.	B BAR TOOLS SPONSOR \$2,000 Your tools in every bartender's hands — prominent video placement.
A ATTENDEE SPONSOR \$100/attendee Sold in batches of 10 (\$1,000/batch). Sponsor general attendee access in bulk.	H HOSTED BUYER \$2,500 Fly out or put up a buyer or bartender who has supported your brand.

Producer Entry is not a sponsorship tier — see Producer Entry for base campaign pricing.

THE EXPERIENCE

Speakeasy · Regional Site Visits · Regional Partner Spotlight

SPEAKEASY

Speakeasy Dates Vary by Market

Two days of immersive, curated tasting sessions with 25–35 hand-selected sommeliers, bartenders, buyers, and content creators. Intimate education seminars. Blind flights. Real conversations — not a trade show floor. Time is set aside for attendees to talk about industry trends, from wine regions to cocktails. Sponsors can present.

REGIONAL SITE VISITS

Day 3 of the 10-day framework

One day on the ground with regional producers — wine, spirits, cider, or culinary, depending on market. Content team embeds for interviews and footage during the visit; debrief and footage backup happen the same evening. Producers not physically visited can still submit product for regional content coverage.

REGIONAL PARTNER SPOTLIGHT

Anchor partner needed for each market

A co-sponsoring regional producer body (winery association, grape/spirits commission, guild, or similar) may be spotlighted — joint press release, shared attendee outreach, and a partner-hosted component such as a tour, reception, or dinner. Not yet named for any confirmed market.

2025 IMPACT — VERIFIED, CHICAGO 2025

20.7M

Social Impressions

305.1K

Web Reach

75

Brand Connections

25–35 curated industry professionals per event • bevfluence.com/events

CONTACT US

SPONSORSHIP & PARTNERSHIPS

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PRODUCER REGISTRATION

TERROIR Registration

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GENERAL / MEDIA

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