


L'Elisir di Gioia

By Lily Darwin


Must be 21+ to enjoy

Logo to be used on bottles, labels, etc.






L'Elisir di Gioia is a deluxe
and delightfully pairable
Bergamot liqueur that
creates a **vivacious** and
empowering burst of flavor
tailored for the elevated
palette.



Why L'Elisir di Gioia?

Our consumer loves all things natural, fruity, and floral. Like earl grey tea, with which our liqueur shares its star flavor aka: Bergamot– the fruit shows itself to

be floral and citrusy, yet warm and classic. While some may put bergamot in a sort of citrus box with a regular orange or lemon, like our brand, its classic, but with a twist.



We are not reinventing
liquor, instead, we are
innovating *liqueur*...

L'Elisir di Gioia is a liqueur meant to
be perfectly pairable: either simply
with ice, or other liquors and mixers,
and of course our personal favorite:
prosecco or champagne.

Love a French 75? Try a “gioia della vita”, or joy of life – our signature cocktail: *L’Elisir di Gioia*, prosecco/champagne, and a touch of tonic ✱



Let's get into it...Alcohol is a big and booming business, in fact...

According to Penn State: When averaged over two years, 2021-2022, 63% of U.S. adults aged 18 and older consumed alcohol.

Gallup, Inc. indicates that "the drinking rate ticks up to 65% when narrowed to adults of legal drinking age" of 21.

Further: In 2021, 24% of consumers in the U.S. spent \$50 or more on a bottle of alcohol, with the percentage growing to 33% in 2022.

Who is buying premium alcohol? Several sources indicate that Millennials and Gen Z are prime targets, with the conversation centering on sustainability as "this element is becoming more closely tied to premiumization...it is the core element that consumers use to decide between more premium options."

While a competitor in the market exists, our elixer has a competitive price point at \$35 vs. the \$45 of Italicus.

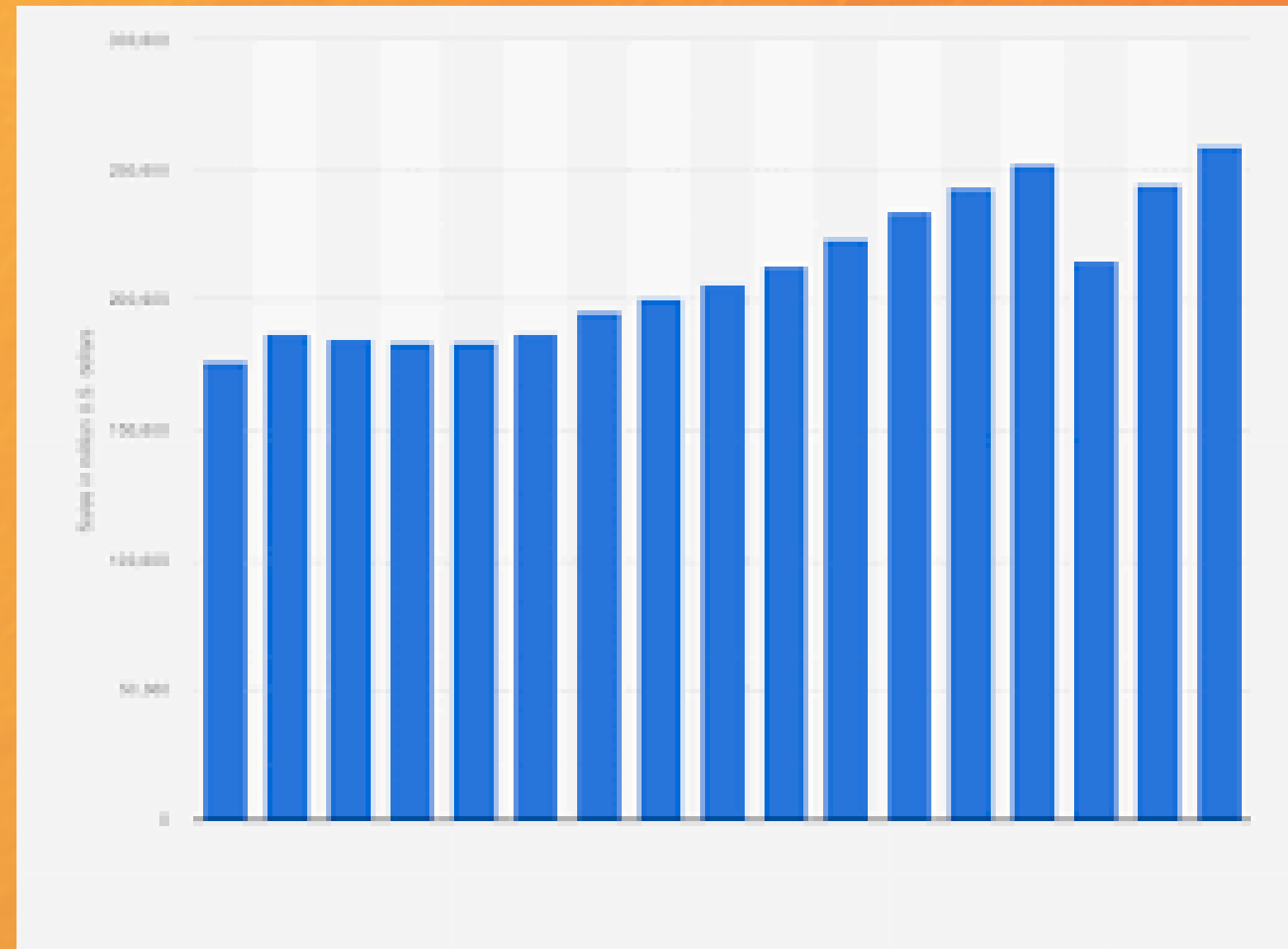
Other peers in the market include St. Germain, Fennelly's, Mr. Stacks, and Drillaud Liqueurs with prices varying from \$10-\$50.

Or price point at \$35 remains competitive with Italicus and middle of the barrel with our peers.



Alcohol sales are on the up and have been for years..

According to Statista: Before the outbreak of the pandemic, alcohol sales in the United States had been rising for years. 2020 was a sharp reversal of this trend. In 2022, sales of alcoholic beverages finally reached and surpassed pre-pandemic levels at 259.8 billion U.S. dollars.



In fact, its such a big business even celebrities are getting in on it.

Big names like Blake Lively (Betty buzz and Betty Buzzed) JLO (Delola), George Clooney+ Rande Gerber (the infamous Casamigos), Ryan Reynolds (Aviation Gin) and last but, not least the Jenner sisters (818- Kendall, Sprinter- Kylie) are getting in on the action. ✱





Speaking of celebrities...

For our media and branding partnerships we hope to work with celebrities, luxury sparkling wines, and fashion houses to really sell the “gioia” lifestyle, because who doesn’t like being golden and sparkly?



These partnerships would include...

- A global brand ambassadorship with italian supermodel *Vittoria Ceretti*
- Pop up happy hours or “gioia hours” in the hottest summer destinations (such as Ibiza, Monte Carlo, St. Tropez, Cannes, Capri, Rome, Milan, Venice, Nantucket, The Hamptons) with *Veuve Clicquot* and *La Marca* for the perfect summer spritz



The partnerships continued...

- The iconic Italian fashion houses such as: Gucci, Prada, Dolce & Gabbana, and Valentino
- For their shows and events we would co-design an exclusive bottle with them and a signature cocktail using *L'Elisir di Gioia*.



PRADA

DOLCE & GABBANA



VALENTINO

Where we are...

When not summering in the hottest warm weather destinations amongst luxury pop ups one will be able to find **L'Elisir di Gioia** at boutique liquor stores and lifestyle stores worldwide.



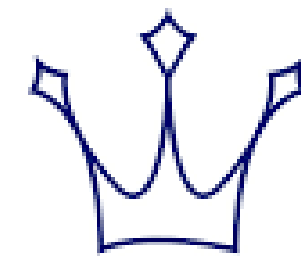
These will include establishments like Gwenyth Paltrow's Goop, The Bazaar Project Miami, Queen Anne's Liquor and Wine, and boutique hotel gift shops around the world.

We have chosen these places because they are not just places of commerce to sell products, but also spaces to sell a **lifestyle**.

goop

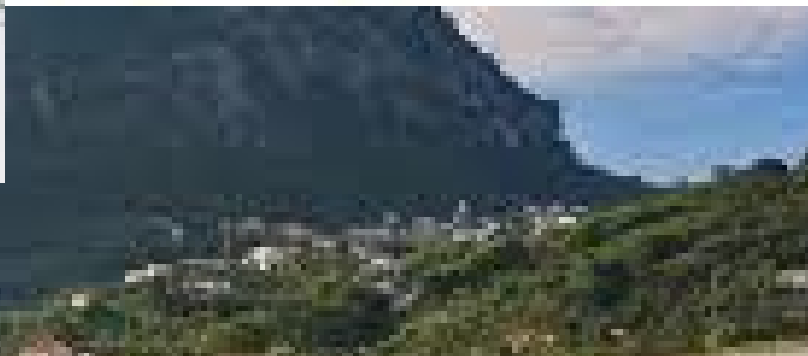


THE BAZAAR
PROJECT
Café & Lifestyle



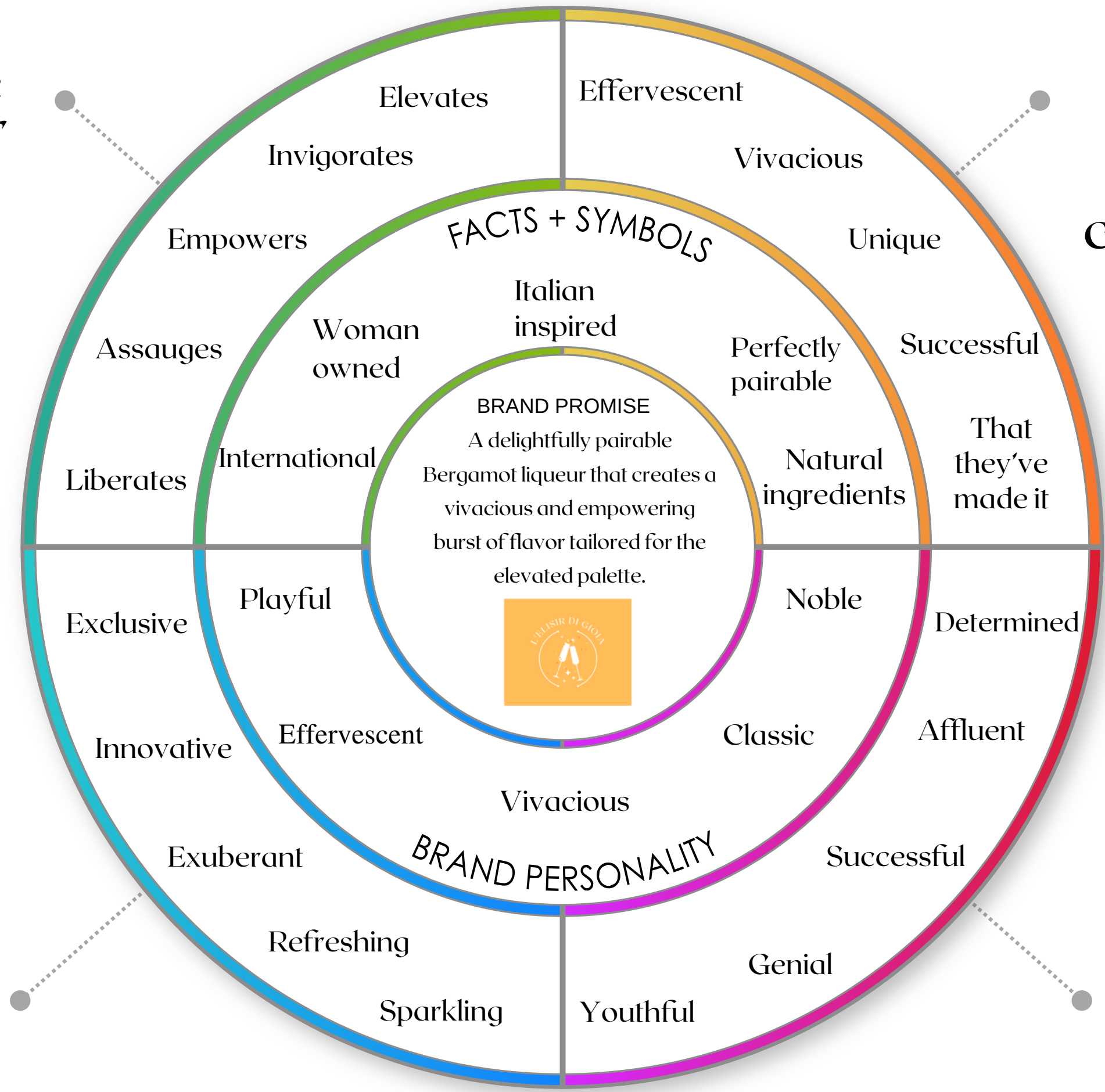
QUEEN ANNE
SPIRITS & WINE

Our media mood board



What does the product do for the customer?

How does the brand make customers feel?



How would a customer describe the product?

How does the brand make customers look?