

LANDON INTERNATIONAL INC

Silk
VODKA

SILK VODKA

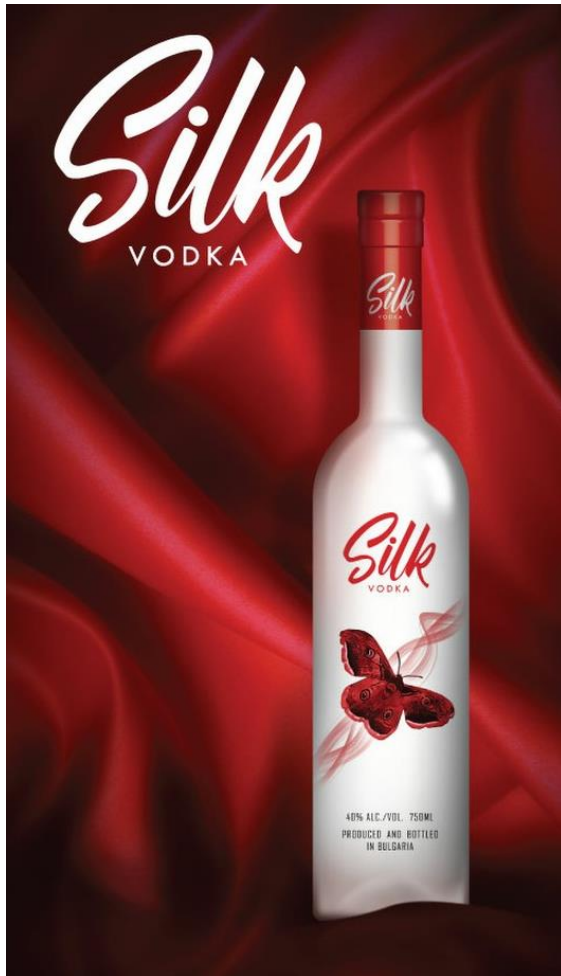
A BREED APART





SILK VODKA – A BREED APART

SILK Vodka is produced from the finest 100% GMO-free soft winter “bread quality” winter wheat. The noble grain is distilled 3-times using a multi-stage, continuous column distillation, resulting in a high quality spirit. The perfect mineral and pH balanced spring water is piped directly to the production facility where it undergoes a proprietary gentle shift filtration process before being blended with the distillate. The result is SILK, a vodka with a uniquely smooth taste.



THE “WHITE SILK” LUXURY BOTTLE

Hand-Painted by the Artist



POSITIONING

MARKET ANALYSIS

When we analyzed the market, we noticed a discrepancy between high-priced, premium vodkas, and their cheaper, low quality counterparts. There were very few "good" vodkas in the mid-price range. In addition, it would be foolish to go up against the established premium brands (Grey Goose, Belvedere, etc.) who have enormous marketing budgets and a strong hold on the market...

"A Breed Apart"

Lori Z, NY Lifestyle Magazine





PREMIUM VODKA, RAIL PRICES

Landon International, Inc aims to conquer the "rail" or "house" vodkas* Typical rail vodkas are less expensive, and tend to be lower quality. Silk Vodka will make a push into this market as a *brand name + premium quality + accolades, at rail prices*. This unique approach has already allowed us to enter the EU and UK markets with our SILK Vodka and sneak up on our “premium” competitors.

* Rail/House vodkas tend to be cheaper vodkas that most bars & restaurants serve when a customer doesn't ask for a specific brand

SMOOTH COCKTAILS

Silk Vodka is primarily going to be marketed as a *smooth luxury vodka, perfect for enjoying it neat or in mixed drinks*. Silk Vodka doesn't overwhelm the flavor of a cocktail, resulting in an enjoyable drinking experience.

Why this position? Relatively few people drink vodka straight, or on the rocks. Worldwide, the most popular alcohol for mixing drinks is vodka. This a very strong marketing position for Silk brand, as we aren't just smooth - we make cocktails smooth. We create an enjoyable drinking experience.



OUR AUDIENCE.

Who We Target.

SILK Vodka, with its signature butterfly logo, has an immediate shelf appeal and visibility. Thanks to its premium quality, smooth taste and affordable price point, SILK Vodka will appeal to Millennials, our target audience, who prefer “Quality over Quantity”.

Older drinkers may find our vodka appealing, but tend to be less willing to deviate from brands they've used for years.

Targeted campaigns will be developed to attract customers from our target audience.



PROMOTING THE BRAND



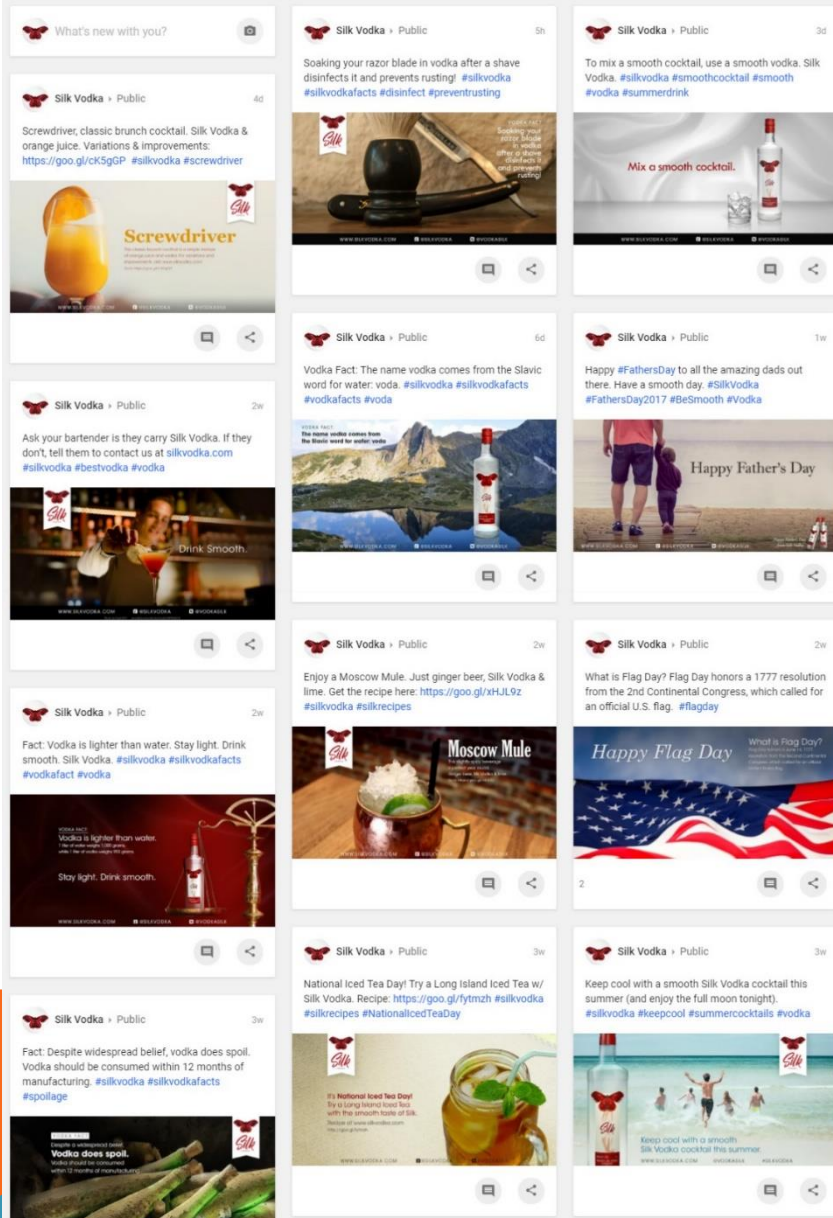
TARGETED PROMOTIONS

Expanding Our Customer Base

Landon International, Inc is developing several promotional campaigns to target Millennials, our target audience.

We are focusing on staging tasting and promotional events tailored to the wants and needs of Millennials, especially women who are very responsive to our “Smooth As SILK” marketing slogan.





SILK SOCIAL

Active Social Media

Landon International, Inc is dedicated to building and interacting with its customers by maintaining an active presence on all the major social media channels. We will post about events, promotions, milestones, cocktail recipes, fun facts, notifications and more, encouraging interaction and building brand awareness.



EVENTS

Promoting the Brand, One Drink at a Time

Landon International Inc promotes the brand by holding events and tastings, increasing exposure and interest.



SUPPORT TOOLS

Marketing material, images & logos

Landon International, Inc mission is to provide importers and our sales team the tools they need to support SILK Vodka brand. We can provide templates for any marketing materials (coasters, napkins, shelf talkers, bottleneckers, etc.). If there is something missing, or anything that needs to be customized, our marketing department will work to provide our customers with the material they need for their marketing, digital and social media campaigns.



THANK YOU

Thank you for your interest in Silk Vodka.
If you would like more information, please contact:

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