

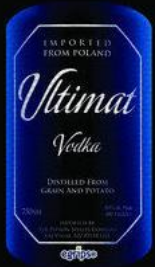


Hermes Marketing
GROUP

MARKETING PRESENTATION

Ultimat

Vodka



Please enjoy this Non-Slip Strip®
on the back of your mobile phone



PATRÓN
XO CAFE

PYRAT



TEQUILA
PATRÓN





Hermes Marketing
G R O U P

COMPANY OVERVIEW

Hermes Marketing Group is a full-service marketing agency, specializing in the food and beverage industry.

We work with every major supplier and distributor to help create a marketing partnership for restaurants, hotels & bars. Our goal is to assist you in developing high-quality, volume-driving, sales-increasing beverage programs.

In Greek Mythology, Hermes was the messenger of the gods; responsible for providing valuable and crucial information to the masses. At Hermes Marketing Group, we have continued this role of sending out the message to the masses. Our goal is to create the "perfect message" to help you sell your product, service or idea.

We are committed to providing 100% customer satisfaction and strive on offering the best product at the lowest price. HMG is a small business that does not want to be the biggest, only the best.

Call or email us today and let us show you that we are "godworthy" of creating that marketing campaign your company needs and deserves.





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SERVICES

Hermes Marketing Group is a full-service marketing/advertising agency, offering a wide-variety of services to help your business develop and grow. Some of our services include:

Bev Marketing: POS, Drink Development, Beverage Photography, Beverage Menus

Online Marketing: Creative Design, Programming, E-Commerce, E-Marketing, Social Media

Biz Marketing: Brand Identity, Brochures, Sales Sheets, Direct Mail, Packaging, etc.

Media Marketing: TV, Radio, Newspaper & Magazine ideas and development

Promotional Items: T-Shirts, hats, key-chains, gift cards, etc.



To learn more about our services in detail, please visit: <http://www.hermesmg.com/services.html>



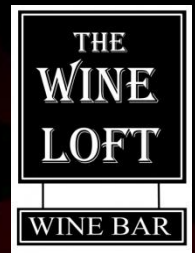
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CLIENTS

Our client list is constantly changing and growing.

Some clients use us for all of their marketing needs, some only for special projects.

Here are a few clients that have called upon our services recently.





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AWARD WINNING

2008 Awards

Summit International Awards

Bronze – Black Eyed Pea – Wanted

Bronze – Red Hot & Blue – Top of the Charts 'Rita

Davey Awards

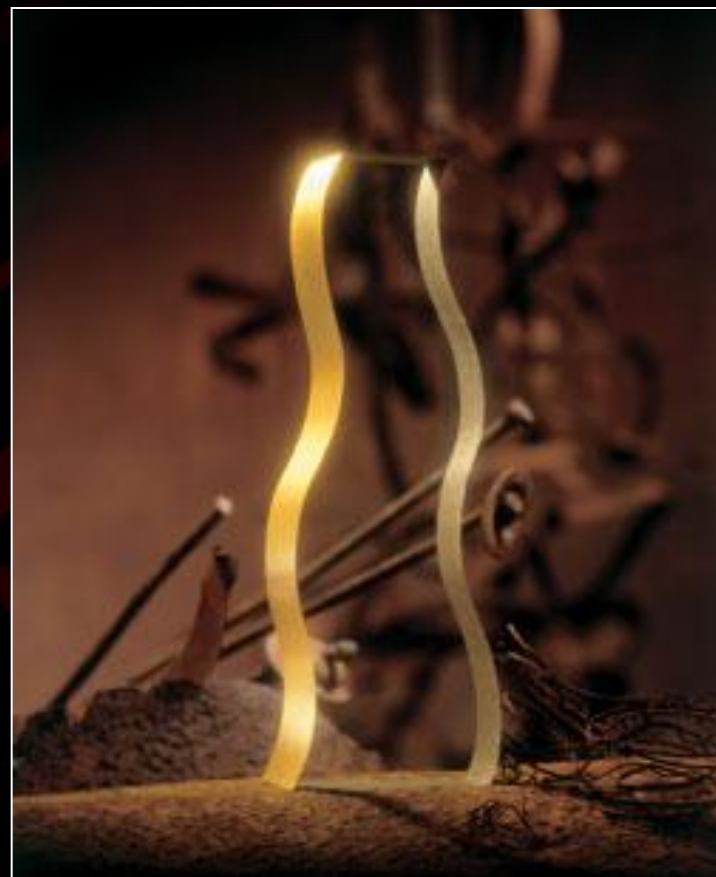
Silver – Black Eyed Pea – Wanted

Silver – Red Hot & Blue – Top of the Charts 'Rita

Silver – Rib Crib – Goin' Green

Silver – Click's Billiards – Naughty & Nice

Silver – Black Eyed Pea – Have Your Cake & Drink It Too





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AWARD WINNING

2009 Awards

MarCom Awards

Platinum – Islamorada Fish Co. – Beverage Menu

Platinum – Montana Mike's – Beverage Menu

Communicator Awards

Silver – Humperdink's – Eclipse Program

Silver – Red Hot & Blue – Blues 'Rita Photo

Silver – Del Frisco's – Father Knows Best Program

Davey Awards

Silver – Clicks Billiards – Beverage Menu





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AWARD WINNING

2010 Awards

Communicator Awards

- Gold – Beef O’ Brady’s – Beverage Menu
- Gold – Red Hot & Blue – Beverage Menu
- Silver – Movie Tavern – Movie Posters
- Silver – Islamorada Fish Co. – Beverage Menu

Arden Awards

- Gold – Red Hot & Blue – Beverage Menu
- Silver – Movie Tavern – Beverage Menu
- Silver – Glass Cactus – Eco Mojito
- Bronze – El Toro – Beverage Menu

MarCom Awards

- Gold – Santa Fe Cattle Co. – Beverage Menu
- Gold – Beef O’ Brady’s – Beverage Menu

Davey Awards

- Silver – Glass Cactus – Eco Mojito





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AWARD WINNING

2011 Awards

Summit International Awards

- Gold – SSP America (O'Brien's) – Food Menu
- Bronze – SSP America (Legends) – Food Menu

Communicator Awards

- Gold – Beef O' Brady's – Beverage Menu
- Silver – SSP America (O'Brien's) – Food Menu
- Silver – Santa Fe Cattle Co. – Beverage Menu
- Silver – Toby Keith's – Beverage Menu

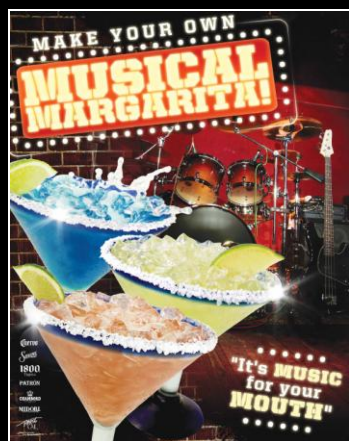




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RED HOT & BLUE

Patrón Citrónge replaces
Cointreau throughout menu



MUSICAL margaritas
ALL MARGARITAS AVAILABLE FROZEN OR ON THE ROCKS

Track 1 - TOP OF THE CHARTS RITA
Top the charts with this blend of 1800 Reposado Tequila, Patrón Citrónge, Grand Marnier and fresh squeezed lime juice.

Track 2 - SOLID GOLD MARGARITA
Jose Cuervo Especial Tequila, Patrón Citrónge and Finest Call Margarita Mix...it's gold baby, gold!

Track 3 - GROOVIN' GREEN RITA
You'll groove to the beat of Jose Cuervo Especial Tequila, Midori and Finest Call Sour Mix.

Track 4 - BLUES RITA
1800 Reposado Tequila, blue curacao and Finest Call Margarita Mix...it'll take your blues away!

Track 5 - RAISE THE ROOF RITA
Put your hands in the air for Sauza Conmemorativo, Chambord and Finest Call Sour Mix.

MELODIC martinis

Track 1 - PURPLE HAZE
A psychedelic blend of Tuaca, Chambord and Finest Call Sour Mix.

Track 2 - COWBELL COSMO
SKYY Vodka, Patrón Citrónge and cranberry juice...you need more cowbell!

Track 3 - RHYTHM & BLUES
Snap to the rhythm of SKYY Vodka, blue curacao, Finest Call Sour Mix and a splash of Sprite®.

Track 4 - SOUR SAX APPLETINI
ABSOLUT Vodka, DeKuyper Sour Apple Pucker & Finest Call Sour Mix...it's cool man, cool.

Track 5 - LYRIC LEMONDROP
SKYY Vodka and a splash of lemonade... can you dig it?

SWINGIN' specialties

Track 1 - MOJITO MOTIF
Your choice of Bacardi Superior, Bacardi Limón or Bacardi Peach Red Rum, Sprite® and fresh mint... the perfect motif!

Track 2 - THE BASS DRUM
Feel the bass of Malibu Rum, Midori, pineapple juice and Finest Call Sour Mix.

Track 3 - BAHAMA MAMA
Malibu Rum, Bacardi Superior Rum, orange juice, pineapple juice and grenadine...add it to your playlist.

Track 4 - PIANO PUNCH
Get funky with Malibu Rum, Midori and orange & cranberry juice.

Track 5 - MUDSLIDE MELODY
Stoli Vanil Vodka, Baileys Irish Cream, ice cream and Kahlúa Coffee Liqueur... a melodic masterpiece.



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GROUP

MOVIE TAVERN

MOVIE STAR Margaritas

BLUE THING 7.00
Our Top Signature Margarita!
Santitas Gold Tequila & Blue citrus.

PERFECT PATRÓN 9.00
Patrón Silver Tequila & Patrón Citronge...simply perfect!

GREEN SCREEN 8.00
Santitas Gold Tequila & DeKuyper Melon Dew Schnapps...it's green and it's good!

PURPLE PREMIERE 8.00
Santitas Gold Tequila, Patrón Citronge and pomegranate juice...a must see!

FROZEN FEATURES 7.00
Traditional or Strawberry...ask your server for additional flavors.

FILM Favorites

CASABLANCA COSMO 9.00
A romantic blend of Ketel One Vodka, Patrón Citronge and cranberry juice.

TITANIC TEA 9.00
Smirnoff Vodka, Tanqueray Gin, Captain Morgan Original Spiced Rum, Patrón Citronge, rose mix and a splash of soda...a tea with Titanic taste!

THE MATRIX MOJITO 9.00
St. Cass Rum, soda and fresh mint...it'll blow your mind!

SAHARA SANGRIA 6.00
Quench your thirst with this blend of Yellow Tail Shiraz, E&J Brandy, Patrón Citronge and fruit juices.

DESPERADO DAQUIRI 7.00
Doe Q Coconut Rum, daiquiri mix and lime...two thumbs up!

PICTURE PERFECT 7.00
PIÑA COLADA 7.00
Doe Q Coco Rum and piña colada mix...it's picture perfect!

WEST SIDE STORY Wine

	glass	bottle
Red Wine, WENTE "Estateblock"	7.50	28.00
Sauvignon Blanc, GEYSER PEAK	5.50	18.00
Pinot Grigio, YELLOW TAIL	5.50	18.00
Pinot Grigio, MAGO CANALI	8.50	32.00
Chardonnay, YELLOW TAIL	5.50	18.00
Chardonnay, BV "Crested"	5.50	18.00
Chardonnay, BERINGER "Nap"	7.50	28.00
White Zinfandel, BERINGER	5.50	18.00

BOX OFFICE Beer

	DRAFT	BOTTLE
Sangria, RUNTE LAMBRUSCO	5.00	16.00
Pinot Noir, MIRASSOU	7.50	28.00
Meib, STERLING "VC"	8.50	32.00
Cabernet, HAYES RANCH	5.50	18.00
Shiraz, YELLOW TAIL	5.50	18.00
Chard, GABBANO	5.50	18.00

THE TAVERN TANKER (like name only) 10.00
FILL YOUR TANKER 8.00 10.50

Perfect Patrón 'Rita & Patrón Citronge replaces Cointreau throughout menu



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G R O U P

THE BLACK EYED PEA



Patrón 'Rita & Patrón Citrónge replaces
Cointreau throughout menu



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APPLEBEE'S

Patrón XO Café brought into Applebee's TX Franchise for program and now a permanent placement.

PITCHERS <i>Our Best Value</i>				
\$5 ⁹⁹ Value Drafts \$9 ⁹⁹ Domestic Drafts	\$11 ⁹⁹ Bahama Mama \$15 ⁹⁹ Sangria	\$11 ⁹⁹ House Long Island Tea \$11 ⁹⁹ House Rocks Rita	 Liquid COURAGE Applebee's after	
SALOON SHOTS				
Kamakazi Alabama Slammer Washington Apple	Fun on the Beach Island Punch Lemon Drop	Well Vodka Well Tequila Well Whiskey		Blue Hooter Island Punch Jell-O Shot
PREMIUM SHOTS				
Jose Cuervo Gold Patrón Silver Patrón XO Café Captain Morgan	Crown Royal Crown Royal Black Jack Daniel's Pickle Back Jack	Jäger Bomb Jägermeister Vegas Bomb Tuaca	Grand Marnier Grand Apple Red Snapper Water Moccasin Wedding Cake	



HO HO XO!
Holiday Creations inspired by
PATRÓN XO CAFÉ

The Gingerbread Man
Sobieski Vanilia Vodka, Patrón XO Café, Baileys Irish Cream, butterscotch schnapps and cinnamon schnapps.

XO Oreo®
Sobieski Vanilia Vodka, Patrón XO Café, Baileys Irish Cream and white crème de cacao.

Candy Cane Crush
Sobieski Vanilia Vodka, Patrón XO Café and peppermint schnapps.

Chocolate-Raspberry Reindeer
Sobieski Vodka, Patrón XO Café, raspberry liqueur and dark crème de cacao.

Patrón XO Café is an extraordinary blend of ultra premium tequila and the natural essence of the finest coffee.






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BASS PRO



MARGARITAS

PRO PATRÓN MARGARITA
A perfect blend of Patrón Silver Tequila, Patrón Citrónge and Island Oasis Margarita Mix.

SUNRISE 'RITA
1800 Reposado Tequila, Grand Marnier, orange juice and a splash of grenadine... it'll take you back to Mexico.

PAMA 'RITA
Cabo Wabo Silver Tequila, Patrón Citrónge, Pama Pomegranate Liqueur and Island Oasis Sour Mix...it's Pama-licious!

ISLAND BLUE
Escape to the Islands with this blend of Hornitos Reposado Tequila, DeKuyper Blue Curacao and Island Oasis Sour Mix.

HABANERO LIME MARGARITA
Cabo Wabo Silver Tequila, Patrón Citrónge, Monin Habanero Lime and margarita mix... it's sweet, spicy and delicious!

GRAND GOLD
This classic is still the best, made with Cuervo Gold Tequila, Grand Marnier and Island Oasis Margarita Mix.

Patrón Silver in Margarita and
Pyrut Rum in Colada.



SPECIALTIES

PEACH LAKE PASSION
Evan Williams Bourbon, DeKuyper Peachtree Schnapps and cranberry juice... passion in every sip.

SUNSET COLADA
Captain Morgan Original Spiced Rum and Island Oasis Pina Colada...the perfect cocktail for the perfect sunset.

PLANTER'S PUNCH
A flavor explosion of Cruzan Light Rum, Island Oasis Sour Mix, pineapple, orange & grapefruit juice, with a splash of grenadine.

MANGO MORADA COLADA
Arr! You better love this blend of Pyrat Rum and Island Oasis Pina Colada and Mango or else...!

REMORA RUM RUNNER
All treasure maps lead to this blend of Kraken Spiced Rum, Island Oasis Banana & Wildberry and a splash of grenadine.

MIAMI BEACH MOJITO
The cool, refreshing taste of Cruzan Light Rum, Finest Call Mojito, fresh mint and soda.



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DICK'S LAST RESORT

DRINK YER DINNA!
PEOPLE WILL THINK YOU BOOZY OR AT LEAST STOP THINKING YOU A DORK!

Glory Shots
SEX ON THE BEACH
SMIRNOFF VODKA, SCHNITZER PEACH TREE SCHNAPPS, CRANBERRY AND ORANGE JUICE.

RED BULL BLASTERS
RED BULL AND YOUR CHOICE OF SAGE PEPPER, THREE OLIVES - CHERRY GRAPE, CITRUS RASPBERRY OR POMEGRANATE. ALSO TRY CRUZAN COCONUT, CITRUS MANGO OR RASPBERRY.

ITALIAN STALLION
YOU ADRINK!!! A SMOOTH BLEND OF TUNCA AND PINEAPPLE JUICE.

PEACH FUZZ
CROWN ROYAL, DEKUMPER PEACH TREE SCHNAPPS AND CRANBERRY JUICE.

DICK'S FAVORITES

TRASH CAN PUNCH
CRUZAN RUM, EL EVERCLEAR AND DEKUMPER RAZZAMATAZZ... IT'LL GET YOU TRASHED!

KILLA RITA
TECHNICALLY THEY PLEAD DOWN TO MANS LAUGHTER BUT THAT DIDNT A SOUND AS COOL. PATRON SILVER TEQUILA, BENJUMPER BLUE CURACAO AND LIME JUICE.

DICK'S "SQUEEZE MY" LEMONADE
THREE OLIVES CITRUS VODKA WITH FRESH SQUEEZED LEMONS, LINES AND ORANGES... PUCKER UP!

SOCO HELLUVA HURRICANE
OUR EFFEN COSMO MADE WITH SOUTHERN COMFORT.

EFFEN GOOD COSMO
OUR EFFEN COSMO MADE WITH EFFEN VODKA, PATRON CITRONE AND CRANBERRY JUICE... IT'S EFFEN GOOD!

FROZEN STIFFIES

FROZEN MARGARITA
SMIZA GOLD TEQUILA, TRIPLE SEC AND SWEET'N SOUR MIX... BUT YOU KNEW THAT ALREADY.

"BLOW YOUR WADA" PINA COLADA
BURSTING WITH CRUZAN RUM, COCONUT AND TROPICAL FRUIT JUICES.

FLAMA-YO SQUEEZE
A FROZEN BLEND OF LEMONADE AND YOUR FAVORITE THREE OLIVES VODKA FLAVOR - CHERRY GRAPE, CITRUS, RASPBERRY OR POMEGRANATE. SHOW YOUR B FACE!

MANGO PEACH FREEZE
YUMMY MANGO PEACH PUREE WITH CRUZAN RUM AND MIERS DARK RUM.

STRAWBERRY DAIGURI
A FROZEN BLEND OF CRUZAN RUM AND STRAWBERRIES... NOT EVEN WE COULD SCREW THIS UP.

PRESENTING THE... ONE & ONLY ORIGINAL... Ka'Ma'Wana Let-o
CRUZAN BANANA RUM, PEACH SCHNAPPS, BLUE CURACAO AND TROPICAL FRUIT JUICES ON THE ROCKS! WHERE ELSE CAN YOU GET A COCONUT DICK HEAD FULL OF BOOZE... SERIOUSLY?

AB.

Patrón Silver only premium tequila
in margarita and mandate list.



Hermes Marketing
G R O U P

MONTANA MIKE'S

Patrón Silver is in Signature Margarita &
Patrón Citrónge replaces
Cointreau throughout menu

LOOSE MOOSE MARGARITAS

MONTANA MIKE'S SIGNATURE MARGARITA
Our signature margarita made with Patrón Silver Tequila, Grand Marnier and Finest Call Margarita Mix.

RED SANGRIA RITA
Get ready for the taste explosion of 1800 Silver Tequila, Patrón Citrónge and Finest Call Red Sangria.

MOUNTAIN BERRY MARGARITA
1800 Silver Tequila, Patrón Citrónge and Finest Call Huckleberry...it tops all other 'ritas!

BLUE SKY RITA
Cuervo Gold Tequila, Patrón Citrónge, blue curacao and Finest Call Margarita Mix...simply "blue-iful."

RED ROCK RIVER RITA
A "buck wild" blend of Sauza Gold Tequila, Finest Call Triple Sec, Finest Call Strawberry Purée and Finest Call Margarita Mix.

HOME ON THE RANGE RITA
Our house margarita made with Sauza Gold Tequila, Finest Call Margarita Mix and your choice of Finest Call Lime, Mango or Raspberry.



Hermes Marketing
GROUP

FOGO DE CHAO

SPRING SELECTIONS

ELDERFLOWER ELIXIR

Patrón Silver Tequila,
St. Germain Elderflower
Liqueur and fresh
lime...the cure for the
common cocktail.

SUPER FRUIT SUNRISE

An anti-oxidant rich
blend of VeeV Açai
Spirit, Patrón Silver
Tequila, Pama
Pomegranate Liqueur
and fresh lime.



Drink Responsibly
Don't Drink & Drive

Patrón Silver and Reposado
featured in first 2 beverage
programs ever.

SUMMER SELECTIONS

TARRAGON PINEAPPLE TINI

Patrón Reposado Tequila,
pineapple juice and
fresh tarragon...refreshing
with an herbal zing.

GRAND MANGO BATIDA

A creamy blend of
Grand Marnier, Ypioca Prata
Cachaça and fresh mango.

COOL COCONUT BATIDA

Ciroc Coconut Vodka,
Ypioca Prata Cachaça,
crème de cacao and
cream of coconut...
smooth & delicious.



Drink Responsibly
Don't Drink & Drive



Hermes Marketing
G R O U P

TGI FRIDAY'S

THE PATRÓN
SPIRITS COMPANY

WELCOMES THE
FALL FRIDAYS
TEAM

COFFEE LIQUEUR
MADE WITH
TEQUILA

PATRÓN
XO CAFÉ

TEQUILA
100% DE AGAVE

SILVER
PATRÓN

HAPPY HOUR FEATURES:
PERFECT PATRÓN MARGARITA
MINI BLACK & TAN
PATRÓN XO CAFÉ CHILLED OR ROCKS



Hermes Marketing
GROUP

GENGHIS GRILL

KHAN'S TEMPTATIONS

PERFECT PATRÓN MARGARITA
Patron Silver Tequila, Patron Citrónge and Finest Call Margarita Mix.

Upgrade to our large Collectible Souvenir Glass!

CORONA EXTRA & CORONA LIGHT
Complement your meal with a Corona!
Ask about our Promotional Price!

RED FUSION 'RITA
Patron Silver Tequila, X-Rated Fusion Liqueur, cranberry juice and Finest Call Sour Mix.

Upgrade to our large Collectible Souvenir Glass!

SPECIALTY DRINKS
All GG Specialty Drinks sold in take-home glassware!

KHAN'S KAIKAZE
Tito's Handmade Vodka, Chambord, Finest Call Lime Juice and cranberry juice.

KILIMBER CITRUS SPLASH
SKYY Infusions Pineapple Vodka, simple syrup, lemon juice and cucumber.

KARIBBEAN MANGO SUNRISE
Cruzan Aged Light Rum, Cruzan Mango Rum, Finest Call Lime Juice & Grenadine and orange juice.

RASPBERRY BATTLE BREEZE
Cruzan Raspberry Rum, Finest Call Lime Juice & Raspberry Puree, fresh mint and ginger ale.

GINGER PASSION
SKYY Infusions Ginger & SKYY Infusions Passion Fruit Vodka, fresh lemon juice, orange juice and ginger ale.

SHANGHAI SANGRIA
Touca, Southern Comfort, Blackstone Merlot, Finest Call Red Sangria and orange juice.

RITAS

GENGHIS GRILL'S MONGORITA
1800 Reposado Tequila, Patron Citrónge, Finest Call Sour Mix and grape juice.

BATTLEFIELD BLUE 'RITA
1800 Silver Tequila, Patron Citrónge and Finest Call Blue Curacao & Margarita Mix.

MIDORI WARRIORITA
Hornitos Plata Tequila, Midori Melon Liqueur, Cruzan Coconut Rum and Finest Call Sour Mix.

PERFECT PATRÓN MARGARITA
Patron Silver Tequila, Patron Citrónge and Finest Call Margarita Mix.

KHANGARITAS
Jose Cuervo Especial Tequila, Patron Citrónge, Finest Call Sour Mix & Lime Juice and your choice of: Strawberry, Raspberry, Pomegranate, Peach, or Mango!

Patron 'Rita & Patron Citrónge replaces Cointreau throughout menu



Hermes Marketing
G R O U P

BEEF O' BRADY'S

Margaritas

BEEF 'O' RITA

BLARNEY STONE BLUE RITA

Specialties

EMERALD ISLAND ICED TEA
A sensational mix of ABSOLUT® Vodka, BACARDI® Rum, Jose Cuervo® Especial® Tequila, Midori® Melon Liqueur and our signature Irish Limeade.

ST. PATTY'S PUNCH
St. Pat's favorite blend of Malibu® Rum, blue curacao and pineapple juice.

LEPRECHAUN LEMONADE
SKYY® Vodka, Patrón® Citrónge®, sour mix and Sprite®...it's magically delicious!

MULLIGAN MUDSLIDE
ABSOLUT® Vodka, Kahlúa®, Baileys®, vanilla ice-cream and chocolate syrup...one taste and you'll want to try it again.

SHAMROCK SPLASH
SKYY® Vodka, Midori® Melon Liqueur, blue curacao, pineapple juice and sour mix...it rocks!

Favorites

CATEGORY 5 HURRICANE
BACARDI® Rum, Captain Morgan® Original Spiced Rum, pineapple juice, orange juice, sour mix, grenadine and a Southern Comfort® float...it'll blow you away!

BAHAMA 'O' MAMA
Malibu® Rum, BACARDI® Rum, banana liqueur, pineapple juice and grenadine...it's O' so good!

PIRATE'S BLOOD SANGRIA
A swash-buckling blend of Barefoot® Cabernet, blackberry brandy, Monin® Pomegranate Syrup, strawberry purée and orange juice.

BERRY BAY BREEZE
ABSOLUT® Vodka, cranberry juice and strawberry purée...it's berry good!

CHIPOTLE PINEAPPLE LIMEADE
SKYY® Vodka, Monin® Chipotle Pineapple Syrup and our signature Irish Limeade...it's limeade with a kick!

BEEF 'O' RITA
Our signature margarita made with Sauza® Hornitos® Tequila, Grand Marnier® and our tasty margarita mix. Try it frozen or on the rocks.

BLARNEY STONE BLUE RITA
Jose Cuervo® Especial® Tequila, blue curacao and our tasty margarita mix...drink it for luck!

PURPLE PEOPLE PLEASER
Sauza® Hornitos® Tequila, raspberry liqueur and our tasty margarita mix...a real crowd pleaser!

CHIPOTLE PINEAPPLE 'RITA
Jose Cuervo® Especial® Tequila, Patrón® Citrónge® and Monin® Chipotle Pineapple Syrup...sweet & spicy!

PATTY'S PERFECT PATRON 'RITA
A perfect blend of Patrón® Silver Tequila, Patrón® Citrónge® and our tasty margarita mix.

Patrón Silver is in
Signature Margarita &
Patrón Citrónge replaces
Cointreau throughout menu



Hermes Marketing
GROUP

CLICKS BILLIARDS

PERFECT PATRÓN
Patrón Silver Tequila, Patrón Citrónge and margarita mix.

GRAND GOLD
Jose Cuervo Gold Tequila, Grand Marnier and margarita mix.

RASPBERRY 'RITA
1800 Silver Tequila, DeKuyper Razzmatazz and sour mix.

ISLAND BLUE
Hornitos Añejo Tequila, DeKuyper Blue Curacao and margarita mix.

MELON MAMBO
Patrón Reposado Tequila, Midori Melon Liqueur and sour mix.

TUACA 'RITA
Herradura Silver Tequila, Tuaca Italian Liqueur and margarita mix.

PARDI with PATRÓN

"Bourbon Street" Hurricane
TEQUILA PATRÓN PATRÓN AÑEJO TEQUILA, ORANGE JUICE, PINEAPPLE JUICE AND GRENADINE.

WATCH FOOTBALL ENJOY PATRÓN

THE IMMACULATE RECEPTION
PATRÓN SILVER TEQUILA, BLUE CURACAO AND SOUR MIX...IT'S A GREAT CATCH!

TEQUILA PATRÓN

THE GRIDIRON GOLD
PATRÓN REPOSADO TEQUILA, PATRÓN CITRÓNGE AND MARGARITA MIX... GO FOR THE GOLD!



Hermes Marketing
GROUP

MAIN EVENT ENTERTAINMENT



MAIN EVENT MARGARITAS

MILLIONAIRE MARGARITA
Cuervo Reserva de la Familia
Tequila & Grand Marnier
Centenaire, served up.

LAVA FLOW
Sauza Gold Tequila, Strawberry
Purée & Margarita Mix, served
frozen.

THE 1800
1800 Reposado Tequila,
Cointreau & Margarita Mix

PATRÓN "SKINNY"
Patrón Silver Tequila, Patrón
Citrónge, Monin Sugar-free
Sweetener & fresh lime juice

EL DON
Don Julio Añejo Tequila, Grand
Marnier & Margarita Mix

HOUSE SPECIALTY
Sauza Gold Tequila, Hiram Walker
Triple Sec & Margarita Mix

MOJO MOJITOS

SUPER MODEL
Don Q Cristal Rum, Monin
Sugar-free Sweetener, fresh
mint & lime

PATRÓN PERFECT
Patrón Silver Tequila, St.
Germain Elderflower Liqueur,
Monin Mojito, fresh mint
& lime

DRAGON BERRY
Bacardi Dragon Berry Rum,
Chambord, Monin Mojito,
fresh mint & lime

SPICY MANGO
Cruzan Mango Rum, Monin
Habanero Lime, Monin Mojito &
fresh mint

TEAS & LEMONADES

**LONG ISLAND
PEACH TEA**
Smirnoff Vodka, Tanqueray
Gin, Don Q Cristal Rum,
Sauza Gold Tequila & Hiram
Walker Peach Schnapps

ELECTRIC LEMONADE
Katal One Citron Vodka,
Hiram Walker Blue Curacao &
Sour Mix

**ISLAND ORANGE
LIMEADE**
Citric Coconut Vodka, orange
juice & Sour Mix

BOURBON SWEET TEA
Maker's Mark Bourbon, Seagram's
Sweet Tea Vodka & Hiram
Walker Peach Schnapps

LYNCHBURG LEMONADE
Jack Daniel's, Hiram Walker Triple
Sec, Sour Mix & Sierra Mix

**CHERRY VANILLA
LIMEADE**
Sobieski Vanilla Vodka, fresh lime
& cherry juice

SODAS, FLOATS & FUN

TEXAS SHANDY
Grand Marnier, Bud Light
& lemonade

ROOT BEER FLOAT
Maker's Mark Bourbon
& root beer

**CARAMEL
ROOT BEER FLOAT**
Sobieski Karamel Vodka
& root beer

VANILLA CREAM SODA
Sobieski Vanilla Vodka
& cream soda

Patrón Silver is in Skinny
Margarita & Patrón Citrónge
replaces Cointreau
throughout menu



Hermes Marketing
GROUP

SANTE FE CATTLE CO.

FRONTIER FAVORITES

PERFECT PATRÓN RITA
Patrón Silver Tequila and Patrón Citrónge... on the rocks or frozen, it's simply perfect!

ULTIMAT CADILLAC COSMO
Ultimat Vodka, Patrón Citrónge and fresh cranberry juice... served up or frozen!

THE OUTLAW JACK
Jack Daniel's Tennessee Whiskey and ginger ale... the best in the West!

THE TEXAS BULL RIDER
A bull-icious blend of Tito's Handmade Texas Vodka and Red Bull.

ROOT BEER FLOAT RODEO
A rootin' scootin' blend of Smirnoff Root Beer Vodka, vanilla and cream.

LIASSO LEMONADE
Made with Maker's Mark Bourbon... rope one today!

ULTIMAT CADILLAC COSMO

THE TEXAS BULL RIDER

Perfect Patrón 'Rita, Ultimat in Cadillac Cosmo, XO Café in Mocha Berry Bonanza & Patrón Citrónge replaces Cointreau throughout menu

CLASSICS WITH A KICK

WILD WEST MARGARITA
A sweet & spicy blend of Jose Cuervo Especial Gold Tequila and Monin Habanero Lime.

THE SANTA FE SMASH
Grand Marnier, Monin Blood Orange, fresh lemon juice and mint... it's smashingly good!

BLACKBERRY SPECIAL "TEA"
One of our special "teas" made with Jeremiah Sweet Tea Vodka and Monin Mango & Blackberry.

BOURBON CHERRY BUCKAROO
Jim Beam Red Stag Bourbon and fresh orange & cherries... it's buck-wild!

MOCHA BERRY BONANZA
Patrón XO Café, Monin Blackberry & Dark Chocolate, fresh coffee and vanilla ice cream... it's good as gold!

THE SANTA FE SMASH

MOCHA BERRY BONANZA



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G R O U P

PROGRAM OUTLINE

Every Program kit we send out comes with a Program Outline.

The Program Outline tells the managers everything that they need to know about the program.

- Program Run Dates
- POS Included
- Program Summary
- Drink Recipes
- Important Contacts

BBQ COCKTAILS

PROGRAM RUN DATES: JUL 1 - AUG 31

POINT OF SALE:

PROGRAM SUMMARY:
THIS PROGRAM WILL BE THE MAIN BEVERAGE FOCUS FROM JUL - AUG.

PLEASE REVIEW THE RECIPES WITH YOUR BAR STAFF AND MAKE SURE YOU HAVE PLENTY OF PRODUCT ON HAND.

HOLD PRE-SHIFT MEETINGS TO DISCUSS PROGRAM DETAILS AND ENCOURAGE YOUR STAFF TO SUGGEST THE FEATURED COCKTAILS AND BEER TO THEIR GUESTS.

PLEASE HAVE YOUR STAFF PLACE THE BOX MENUS ON EACH TABLE AND BAR TOP.

DRINK RECIPES:

JIM BEAM & COLA
GLASS: ROCKS
-1 1/4OZ JIM BEAM
FILL WITH COLA

PERFECT PATRÓN "RITA"
GLASS: CACTUS
-1 1/2OZ PATRÓN SILVER
-1/2OZ PATRÓN CITRÓNGE
-3OZ MARGARITA MIX

HUMP'S HURRICANE
GLASS: HURRICANE
2OZ CRUZAN LIGHT RUM
2OZ PINEAPPLE JUICE
2OZ ORANGE JUICE
-1/2OZ GRENADINE

PERFECT POMEGRANATE "RITA"
GLASS: CACTUS
-1 1/2OZ PATRÓN SILVER
-1/2OZ PATRÓN CITRÓNGE
-2OZ POMEGRANATE JUICE
-1OZ SOUR MIX

125 BOX MENUS

IMPORTANT CONTACTS:
CINDY MARTON
CMARTON@HUMPERDINKS.COM



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DRINK PHOTOGRAPHY – WHITE BACKGROUND





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MANGO MAMBA

M A N G O M E L O N

MAMBA



Midori Melon Liqueur, SKYY Vodka, fresh mango, ginger and jalapenos, topped with soda... it's ssssensational!

SKYY
VODKA

MIDORI

Drink Responsibly
Drive Responsibly



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DRINK PHOTOGRAPHY – PROPS & BACKGROUNDS





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DRINK PHOTOGRAPHY – PROPS & BACKGROUNDS





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PHOTO SAMPLES





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PHOTO SAMPLES





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DRINK DEVELOPMENT – SAMPLE – MANGO MELON MAMBA



This drink is Crazy and Fun!!! Sweet and Fresh with just a little Bite. Exotic and refreshing, it's sure to be a hit!!!

Glass: Highball or Collins
Method: Shake & Roll
Ingredients: 1oz SKYY Vodka
1oz Midori Melon Liqueur
1 heaping tbsp of diced, fresh mango
½ tsp of minced, fresh ginger
Fill w/ soda
2 slices of fresh jalapenos
Garnish: Fresh Mango peel and sliver of fresh Jalapeno

Muddle Mango and Ginger in glass with 2-3 Ice Cubes. Fill glass with Ice and liquid ingredients. Transfer to Shaker. Rub Jalapeno on rim of glass then add to Shaker. Shake vigorously and roll back into Glass. Garnish with Mango Peel twist to look like a "snake" and Jalapeno.

Cost Analysis

Total Drink Cost:	\$1.85
Selling Price:	\$8.50
Cost %	21.7%
RTN:	\$6.65



Hermes Marketing GROUP

RECIPE GUIDES

GARNISH QUALITY GUIDELINES

1. Wash fruit thoroughly before cutting.
2. Cut garnishes according to daily par standards.
3. Store all garnishes in a cool, airtight container during use.
4. Only use cut garnish prepared for a 2-hour period.
5. Store fresh egg garnishes well covered and refrigerated.
6. Use a sharp knife and cutting board to cut garnishes.
7. Using a fruit slicer for lemons and lime segments. Seams should be clean and sharp.

GARNISH

ORANGE SLICE



Spec:
Cutting a firm, uniform lemon. Width of slicing cut into 6-8" length. Sprigs on the top of the slicing should not exceed 2". Large sticks (1 1/2" or more in diameter) may be split lengthwise.

LEMON SEGMENT



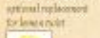
Only sweet (24-4) tender lemons. Bright yellow without bruised spots or scars. Folds should appear firm and fresh. Cut off the blossom and cut in half lengthwise. Cut each half lengthwise into 4 equal pieces. Cut a thin slice from the lemons to allow for placing on the rim of the glass.

LEMON TWIST



Cut off both ends of the fruit in the same place. Make a slit lengthwise in the fruit. Squeeze a small portion under the slit and wrap the skin out. Roll the peel up and stick a toothpick in to keep it straight. Place rolled peel in a small dish of water to keep it moist. Cut 1/2" strips at the peel to order.

"LEMON CORNBREAD" optional replacement for lemon twist



Using a cookie cutter on the top of the lemons and using the fruit in a circular path around the lemons to wrap a small piece of soft cornbread. Place at the bottom by carefully cutting off the connection of the cornbread to the lemons. Do not cut into any of the flesh and there is no water. Several lemons can be cut into lemon segments.

LIME SEGMENT



Use sweet (24-4) firm, bright green without bruised spots or scars. Folds should appear firm and fresh. Cut off the blossom and cut in half lengthwise. Cut each half lengthwise into 4 equal pieces. Cut a thin slice from the lemons to allow for placing on the rim of the glass.

LIME WHEEL



Cut off both ends of the fruit in the same place. Starting at one end, cut into 1/4" wheels. Cut a slit in the wheel to allow for placing on the rim of the glass.

MARSHMALLOW CENTER

Bright red marshmallows with stem. How to prepare keep moist.

GARNISHES

GARNISHES (cont.)

MINT SPRIG



Mint should be fresh, not wilted or bruised. Sprig should consist of 3 leaves connected. There must be wrapped in damp paper towels in an appropriate sized plastic bag and placed in ice.

ORANGE

Bright, uniform. Thin slices on a pick. Store in juice to keep moist.

ORANGE SLICE



Use sweet (24-4) tender Orange. Bright orange color without bruised spots or scars on the skin. Cut off both ends of the fruit in the same place and cut in half lengthwise. Starting at one end cut both halves into 1/4" slices. Cut a slit into the slice to allow for placing on the rim of the glass.

ORANGE AND CHERRY FLAG



Use a cherry into an orange slice.

LIQUOR/LIQUEUR SERVICE SPECS

- 4oz. 1/2 the standard pour for a liquor drink. For example, Manhattan and wine drinks such as Bloody Mary's and Tom Collinses.
- 3oz. 1/3 the standard modifier for a liquor drink. For example, Margarita and for this. Double and to six. Triple Six.
- 2oz. 1/4 the standard pour for Margarita.
- 1 1/2 oz. 1/6 the standard pour for liquor served on the rocks (not a double or triple and a spirit) drinks. For example, Ice Teas on the rocks, Cuba Libre, Amaretto drinks.
- 1oz. 1/8 the standard pour for a liquor drink with equal amount modifier. For example, Lavender Lemonade.
- 3/4 oz. 1/12 the standard pour for a and a liquor drink with equal amount modifier. For example, 1/2 oz. shooter or Long Island Iced Tea.
- 1/2 oz. 1/16 the standard pour for 1/2 oz. and 1/2 oz. the standard modifier for milk. For example, Half Batters and 1/2 oz. Omelet and 1/2 oz. Back to Back. As a general rule of thumb, 1/2 oz. is the maximum pour for all drinks. There are some exceptions based on flavor profile and type of drink.

RECIPES

RECIPES

MIMOSA



INGREDIENTS

1oz. Orange Juice

1oz. Champagne

PROCEDURE

Chill glass.

Pour ingredients in that order.

GLASS/GARNISH

7oz. Flute

No garnish

Mojito



INGREDIENTS

1.5oz. Rum

1oz. Lime Juice

1oz. Simple Syrup

1oz. Orange Juice

1oz. Green Chartreuse

1oz. Soda

PROCEDURE

Blend all ingredients in that order.

Fill glass with ice.

Stir contents together.

GLASS/GARNISH

14oz. Collins or Collins

Lime wedge and blueberry

Straw

OLD FASHIONED



INGREDIENTS

1.5oz. Rum

1oz. Orange Juice

1oz. Blueberry

1oz. Simple Syrup

PROCEDURE

Muddle berries and orange in glass.

Add ice and remaining ingredients.

GLASS/GARNISH

7oz. Rocks

Lime Twist and Orange Slice

Straw

PINA COLADA



INGREDIENTS

1.5oz. Rum

1oz. Pineapple Juice

1oz. Blueberry

1oz. Soda

PROCEDURE

Combine ingredients in blender.

Blend until smooth.

Pour into glass.

GLASS/GARNISH

14oz. Collins or Collins

Orange and Blueberry

Straw



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ROLODEX CARDS

BIG OL' MAVERICK MOJITO
(16 oz. MASON JAR - DOUBLE THE BELOW FOR 32 oz.)

INGREDIENTS	GARNISH
2 oz. Don Q Mojito Rum	Lime Wedge with Sprinkled Seasoning
1 oz. Monin Chipotle Pineapple	
Fill with Club Soda	
4 Lime Wedges	
Small Batch of Torn Cilantro	
	PROCEDURE
	Muddle & Build
	GLASSWARE
	16 oz. or 32 oz. Mason Jar



RED ROCK SANGRIA (SINGLE)

INGREDIENTS	GARNISH
3 oz. Yellow Tail Merlot	1 Orange Wedge, 1 Lemon Wedge
¼ oz. Brandy	1 Lime Wedge, 2 Raspberries
1 oz. Monin Blackberry Sangria	
1 oz. Pineapple Juice	
1 oz. Orange Juice	
	PROCEDURE
	Build
	GLASSWARE
	Goblet





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LOGO DESIGN





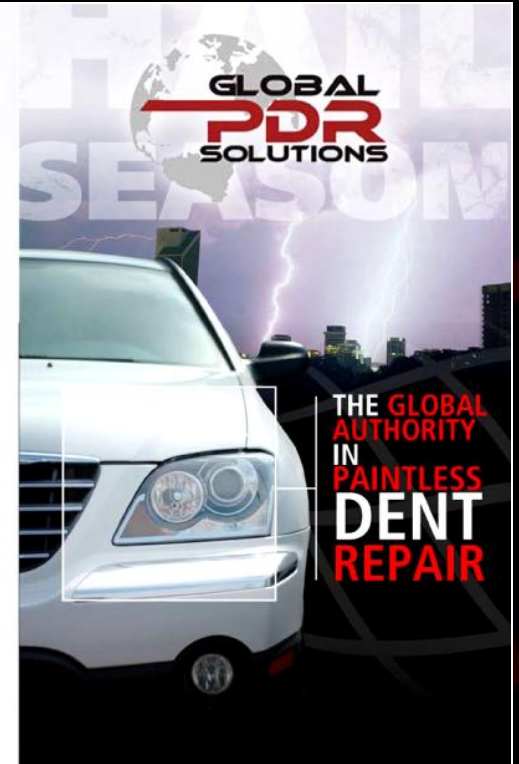
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CAMPAIGN



OR CONTACT US TODAY AT:
1-877-GLBL-PDR
INFO@GLOBALPDR.COM

FOR MORE INFORMATION PLEASE VISIT:
WWW.GLOBALPDR.COM



BRIAN PATTON
NATIONAL ACCOUNTS MANAGER
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FAX 866.369.HAIL (866.369.4245)
www.globalpdr.com

GLOBAL PDR SOLUTIONS

The Global Authority in Painless Dent Repair

DEAR BUSINESS OWNER:

We know you have several options when it comes to Paintless Dent Repair (PDR). With Hail Season right around the corner, you need a company you can rely on and trust: Global PDR Solutions (Global). We will supply you with the requirements needed to turn a hail storm into an excellent profit center for your company.

Global was created by the merging of three separate PDR companies in 2006. We are a large PDR company that not only supplies technicians, but we also assist in all aspects of repair for your Body Shop. Every Global representative has a working knowledge estimating and repairing hail damage. We offer from our competitors is that we do not view a storm as a one-time job, rather, we pride ourselves on developing long term relationships to capture new business, and retain long term clients. When our technicians leave your company, we understand there is still a need, and our commitment is to make sure your customers are taken care of. To do this, we provide a completely customizable repair solution that is adaptable to any size shop and any size storm. We also provide an "industry exclusive" employee PDR training, free of charge, which will continue to reap benefits for your company long after the storm is over.



Global offers several options from supplying qualified certified technicians to utilizing sales, management, estimation, and supplemental repair. We have a vast amount of experience dealing with and working for insurance companies and can assist you in dealing with them after the storm is over. At Global we provide our customers with the most technologically advanced vehicle repair management communication tools available to assist them in estimating and repairing their customers vehicles. This system allows instantaneous assignment of claims as well as complete documentation and reporting functions.



Global will cater to your needs and make sure that you maximize your profit potential. Our goal is to make sure that you never will have to worry again about servicing a hail storm the correct way. We also offer a lifetime warranty that is unmatched in the industry. Quite simply there is no other PDR company out there that supplies the level of detail, service, nor quality like Global does.


WHAT SETS US APART:

- 1) Every Global Technician, Estimator, Manager and Salesperson has a complete understanding of how PDR works. No longer will you have to deal with inexperienced technicians working under your name.
- 2) When using Global for a hail storm, you can take advantage of having one of your own employees trained in PDR. This allows your body shop to develop a new profit center and it assists in building your reputation for being a complete repair solution.
- 3) Global can and will aggressively pursue outside sales opportunities such as fleet accounts or city accounts that have been damaged in your area that will add profitability to your shops bottom line.
- 4) Global will assist in the cost of renting additional space if required by space limitations of your shop.
- 5) Global has long standing relationships with over 125 Body Shops, Dealerships, and Repair sites worldwide.
- 6) Global has strong relationships with major insurance companies throughout the nation.
- 7) Global was one of the first American companies to consult with overseas insurance companies to bring modern PDR practices to their countries.
- 8) Global was also one of the first American companies to be contracted by overseas insurance companies to bring repair solutions for hail damage to countries such as Turkey, Australia, and New Zealand.
- 9) Global founders were one of the first companies to be contacted by a major insurance company to bring PDR to remote areas such as Montana, Wyoming and the Dakotas. Therefore being truly one of the first Nationwide Hail Repair Companies in the U.S., doing business since 1989.
- 10) Global has the strongest Lifetime warranty in the market. We are able to offer this due to a level of comprehensive repair documentation unseen in the industry. Pre-Inspection, Quality Control, Delivery, Repair Logging, Supplemental Documentation, and Repair Accounting are all a part of the Global "Repair Tracker", making it a true 100-degree claims solution.
- 11) Global PDR Solutions cares about its customers, contractors and our industry. Our goal is to do everything possible to take a catastrophe and turn it into a pleasurable and profitable experience for all parties involved.




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PRINT ADS



FIRST CLASS
It's not just for airlines anymore.

First Class | Service | Food | Wine | Spirits



Daily Drink Specials • Over 70 Wines by The Glass
Large Meeting & Party Spaces Available

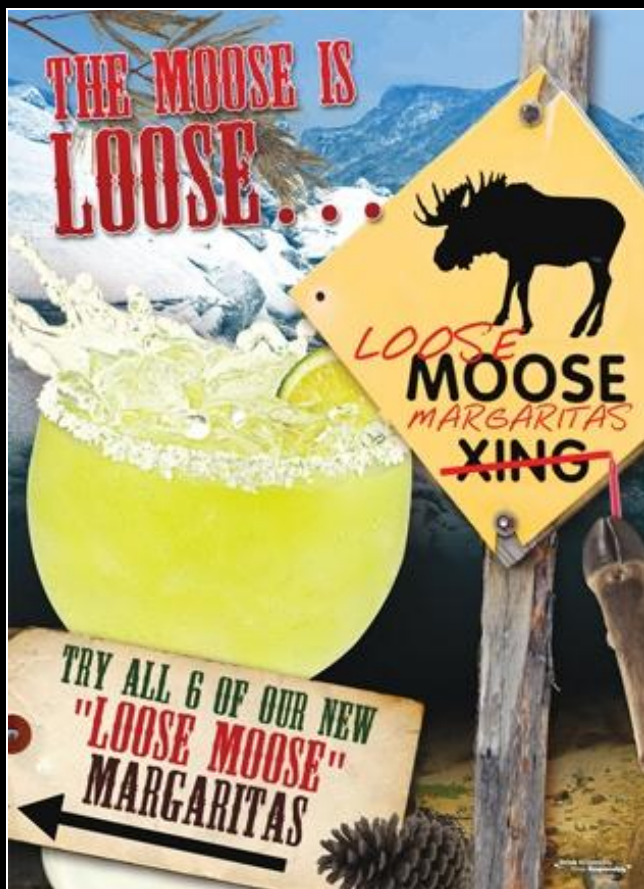
VILLAGE TAVERN
• • •

Conveniently located near downtown Denver
100 West Flatiron Crossing Drive • Broomfield, CO 80021
for reservations call: 720-687-6990



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RADIO ADS



Click to listen.



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WEBSITE DEVELOPMENT





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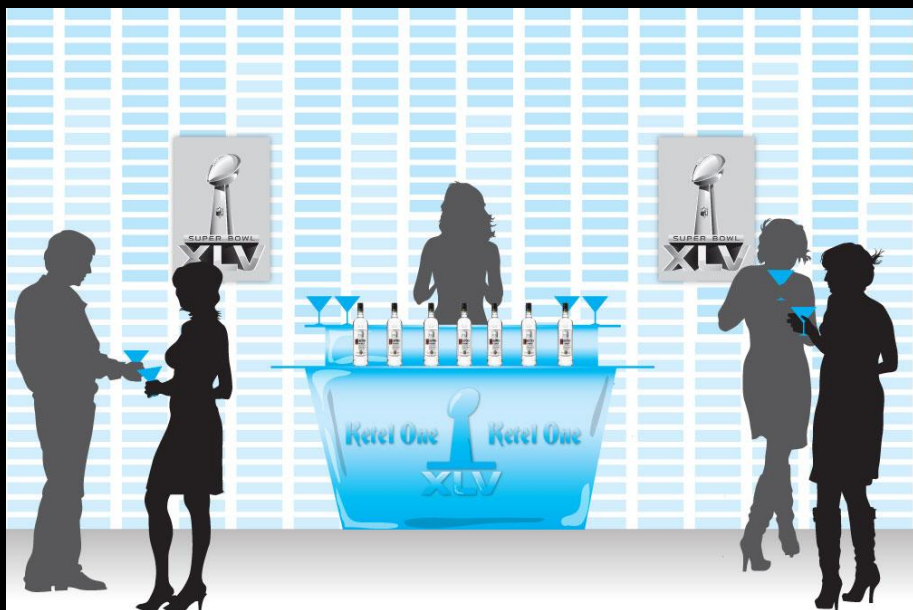
CONCEPT DESIGNS





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CONCEPT DESIGNS






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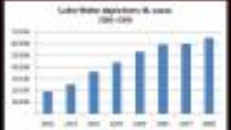
PRODUCT SALES SHEETS

Introducing the New Look of
CABO WABO TEQUILA



HISTORY:
CABO WABO TEQUILA WAS CREATED IN 1996 WHEN SAMMY HAGAR EMBARKED ON A SEARCH FOR 100% BLUE AGAVE TEQUILA GOOD ENOUGH TO BE SERVED IN HIS CANTINA, THE CABO WABO CANTINA LOCATED IN CABO SAN LUCAS, MEXICO.

CABO WABO SUCCESS STORY



Year	Sales (Millions)
1996	1.0
1997	1.5
1998	2.0
1999	2.5
2000	3.0
2001	3.5
2002	4.0
2003	4.5
2004	5.0
2005	5.5

CATEGORY GROWTH OF 1,420 OVER PAST 7 YEARS

AWARDS:
"Cabo Wabo will make your mouth, one of the top three tequilas in the world" - *Anthony Dan Blue - Blue & Gold Magazine*

WINE ENTHUSIAST - 2006 Awards
REPOSADO - CLASSIC 96-100 HIGHEST RECOMMENDATION
BLANCO - SUPERB (94-95) HIGHLY RECOMMENDED
AÑEJO - SUPERB (90-95) HIGHLY RECOMMENDED



If it isn't fresh, it isn't Legal!®

CUSTOM POWERPOINT BACKGROUNDS
ACCOUNTS



FOX AND HOUND[®]

CUSTOM POWERPOINT BACKGROUNDS
ACCOUNTS

SKYYSPIRITS



BEST BAR FOOD IN TOWN

CUSTOM POWERPOINT BACKGROUNDS BRANDS

Frangelico
the original hazelnut liqueur





Hermes Marketing
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EVENT INVITES & EVITES

"EARLY SUMMER CHILL"

You're cordially invited to "Chill" with the
SKYY Spirits National Accounts Team

Friday, June 19th
5:30p - 7:30p

The Antler House
105 East Hopkins
Located in
Downtown Aspen
(2 blocks from Jimmy's)



Join us for an intimate
gathering especially for you,
complete with select tunes,
tastes and bins designed by
Kim Haasarud, the
"Liquid Chef"

Please RSVP by June 10
wendy.dunlap@skyy.com
770-321-5582

We look forward to
"CHILLING" with you!

"EARLY SUMMER CHILL"

June 18, 2009 | Aspen, CO





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COMPANY HOLIDAY CARD



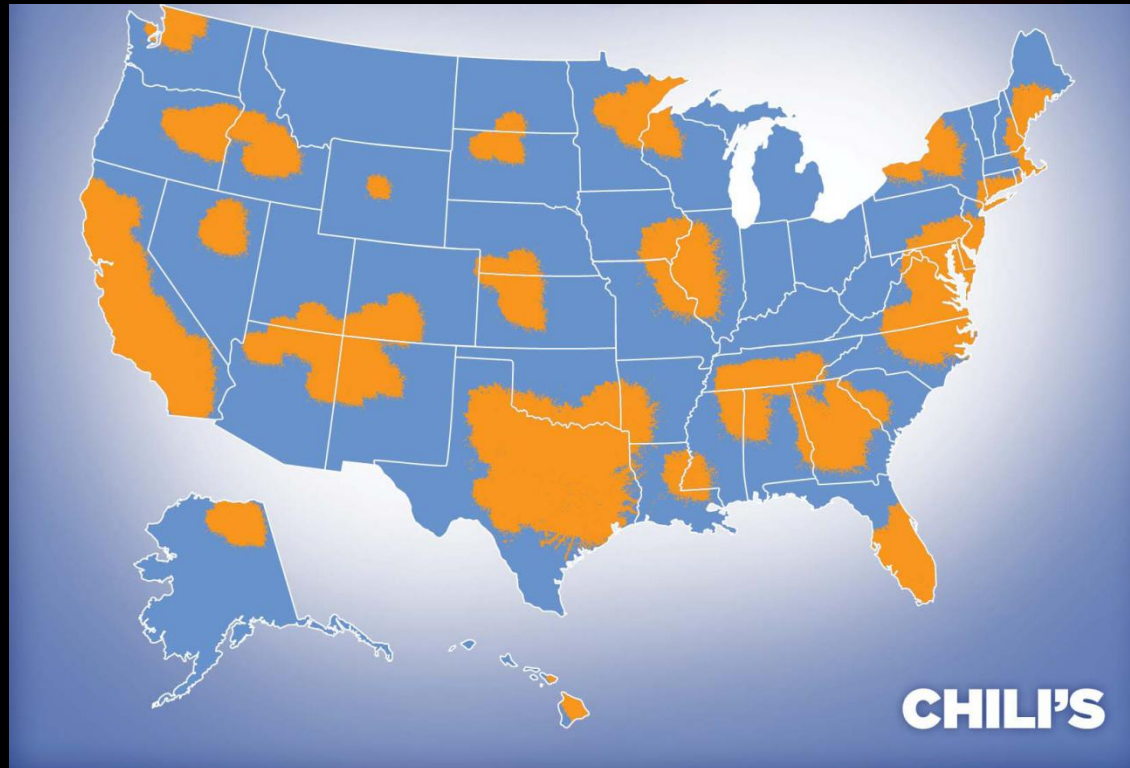

FROM
YOUR FRIENDS
AT
SKYY SPIRITS

**ANGELA CATALANO
LESLIE RHODES
BRIDGET DUNHAM
WENDY DUNLAP
MICHAEL GARDNER**



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ACCOUNT IMPRESSION MAPS





Hermes Marketing
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TESTIMONIALS

“Genghis Grill – The Mongolian Stir Fry has been working with Hermes Marketing Group (HMG) to fulfill many of our marketing needs. With their creative POS and program outlines, HMG has helped us increase our beverage and dessert sales. We also utilize HMG for other marketing materials such as our Heart Healthy program. HMG is helping us put together a marketing plan for 2009, which includes a new beverage menu. As we continue to grow from a 24 unit chain, we will look to HMG to assist us with promoting new marketing strategies and goals.”

Ron Parikh
General Partner
Genghis Grill Franchise Concepts, LP



Hermes Marketing
G R O U P

TESTIMONIALS

I would like to give my complete support and confidence into the work that Toney Hermes and the Hermes Marketing Group (HMG) has delivered with respect to our brands. Toney is very professional in his approach to the business and understands the dimensions and economics of the business. His business acumen enables HMG to create and produce beverage alcohol programs that add value and volume for retail and supplier partners. I am grateful for the work that HMG has completed for Proximo Spirits and I look forward to growing our business with his team.

Mike Lindell
Director of National Accounts – Central Region
Proximo Spirits Inc.



Hermes Marketing
G R O U P

TESTIMONIALS

“We teamed up with Hermes Marketing Group (HMG) to produce our first beverage menu, and could not have been more pleased with the level of professionalism and quality of the finished menu. Toney Hermes, president of HMG, was great to work with and very flexible. We will continue to use HMG in the future not only for our beverage programs, but for all other areas of marketing support.”

Edward Sadler
Training Director – R&D
Stockade Companies



Hermes Marketing
G R O U P

TESTIMONIALS

Email response to a program HMG created for Eateries, Inc:

“Toney,

On a side note...the Strawberry-Mango drink promotion has been a slam dunk!! All stores are selling it like Crazy. You had a very nice compliment from more than one location, "the artwork on the pos almost sells the drink without any help"!

Thank you,”

Christie Burnett
Operations Director
Eateries, Inc



Hermes Marketing
G R O U P

TESTIMONIALS

“I recently worked with Hermes Marketing Group on a project for a large Dallas-based restaurant chain. They created a series of compelling drink recipes using Zonin Prosecco, produced an impactful presentation for the account and at the tasting produced the drinks to the delight of the customer’s beverage marketing team. I plan on using Hermes Marketing Group again as our business grows in 2009. Great job, Toney and HMG!”

Doug Howell
Director of National Accounts
Zonin USA



Hermes Marketing
G R O U P

TESTIMONIALS

“Hermes Marketing Group (HMG) is an agency that does it all... Time and time again I am impressed with the pizzazz and dimension we receive from their beverage programs. Toney Hermes, HMG President, continues to explore and redefine the boundaries of beverage marketing, not to mention offering clients a lot of bang for their buck! HMG delivers outstanding creative artwork, fresh ideas and out-of-the-box-thinking.”

Leslie Rhodes
National Accounts Manager
SKYY Spirits



Hermes Marketing
G R O U P

TESTIMONIALS

“I was referred to Hermes Marketing Group (HMG) through a contact at RNDC during the Menu Development phase of opening of our Oliveto Italian Bistro concept. HMG was focused on providing us with the signature cocktails we were looking for while at the same time keeping on-hand inventory at a reasonable level.

Their response time and turnaround was very timely and the training materials he provided were some of the most professional that I've seen throughout my restaurant career. I would not hesitate to recommend Hermes Marketing Group and will certainly use their services again in the future.”

Bob Burkhart

Director of New Concepts, Mazzio's Corp.



Hermes Marketing
G R O U P

TESTIMONIALS

“I recently worked with Hermes Marketing Group on a project for Movie Tavern. They created a fabulous specialty drink menu for our cinema eateries. They also created a unique series of movie themed posters to promote our adult beverages. Both campaigns turned out great and I plan on using Hermes Marketing Group again as our business grows.”

Traci Hoey
Director of Marketing
Starplex Cinemas



Hermes Marketing
G R O U P

TESTIMONIALS

“Humperdinks works on a bi-monthly basis with Hermes Marketing Group (HMG) to build our table topper drink program and increase alcohol sales. Our partnership with Toney and various popular call brands has been tremendous in stimulating this area of our business. The artwork, creativity and design are top notch and our guest response has been completely positive. Additionally we just had our bar menu completely redesigned and the level of professionalism and quality of the finished menu was superb. Toney Hermes is excellent to work with and we will continue to use HMG in the future for our beverage programs. “

John Mc Murray, President
Humperdinks Texas LLC



Hermes Marketing
G R O U P

TESTIMONIALS

“Toney Hermes and the Hermes Marketing Group were recommended to me to work on a new cocktail menu concept for Main Event Entertainment - our first ever venture into beverage marketing at that level. We met and I reviewed my vision and expectations of the menu. I was pleasantly surprised by Toney's direction and initiative in his creative thinking. When the finished product was launched it received rave reviews from guests and employees alike. Toney's customer service in following up on the production was exactly what I would expect and I cannot talk highly enough of the project and the final outcome.”

Simon Dodsworth
District Manager
Main Event Entertainment



Hermes Marketing
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TESTIMONIALS

“Santa Fe Cattle Company teamed up with Hermes Marketing Group in early 2010 to help us develop our entire beverage program and menu. We were looking for someone with a forward thinking mentality, lots of fun, and easy to work with. We couldn’t be more pleased with Toney and his group. Not only was the work fresh, fun and very creative, we have found a true partner in Toney. As we continue to grow, we will absolutely use Toney not only with our beverage program, but with marketing strategies.”

Megan Klock
V.P. Operations
Santa Fe Cattle Company



Hermes Marketing
G R O U P

TESTIMONIALS

"I was referred to Hermes Marketing Group by Todd Kudrna with Beam Global to produce our first drink menu for the Toby Keith's I Love This Bar & Grill's in Oklahoma. It has been amazing the professionalism of the group while maintaining the simplicity that we prefer. Once they put the first design together it has been effortless to make changes to the menu. We recently added a page for Toby's new Wild Shot Mezcal and the turn around time beat the product to our locations. We look forward to a long relationship with the Hermes Group."

Ross Crain

Director of Operations

Toby Keith's ILTB

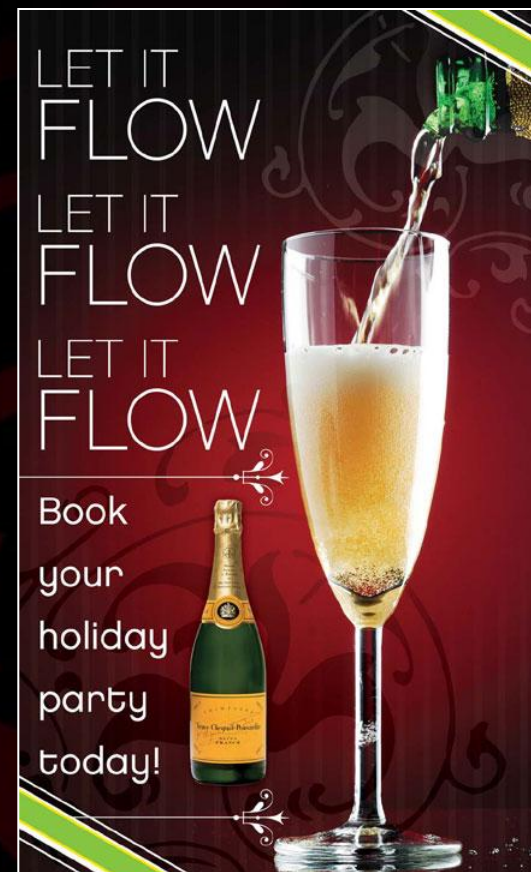
Hal Smith Restaurant Group



Hermes Marketing
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HOW WE CAN ASSIST YOU / YOUR CLIENTS

- Creative beverage program development
 - Seasonal / 2-Month / Quarterly Programs
 - Beverage Menus
- Exciting drink development / mixology
- Professional Photography
- Advertising Elements
 - Brochures
 - Direct Mail
 - Radio or Print Ads
- Promotional Items (keychains, hats, t-shirts, wine openers, gift cards, etc.)
- Printing
- Sales & Data Development
- Third Party Agency





Hermes Marketing
G R O U P

WHY HMG?

Value

- Same services as other agencies, but 1/2 to 1/3 the price
 - "more bang for your buck"

-No Client Retainer Fees

- We save your clients money

-Low Production Costs

- We save you money
- Frees up more budget funds

Creativity

-Award Winning

- 7 Awards in 2008
- 6 Awards in 2009
- 11 Awards in 2010
- 6 Awards in 2011 (so far)

Diversity

- Great relationship with all major suppliers





TALENT TREE
STAFFING & PROMOTIONS

OUR ROOTS

Talent Tree is a full-service promotions and staffing agency. We pride ourselves on superior customer service, client satisfaction and our well-educated, highly-trained promotional talent.

Our goal is to be your one-stop-shop for all things promotions!

OUR STAFF

- Has over 12 years of experience in the promotions and events arena
- Has worked with local, regional and national organizations
- Is dedicated to providing the highest level of professionalism and customer service

OUR ROOTS

OUR MARKETS

We currently service all major Texas and Louisiana markets. Beyond Texas and Louisiana, we will place a Market Manager in any city as needed.

Our promise is to provide you with quality service, reliability and professionalism in every market you need us to be in...it's the Talent Tree way!

Current Markets:

- Austin
- College Station
- New Orleans
- Dallas/Fort Worth
- San Antonio
- Baton Rouge
- Houston
- El Paso
- Lafayette

OUR ROOTS

OUR SOFTWARE

EVENT COMPILATION & ORGANIZATIONAL SYSTEM (ECO SYSTEM)

We've developed one of the most advanced event tracking data systems in the industry. Our software interacts with our website allowing real-time information for our talent and clients. With our new system, you can login to your own personal account and access schedules, download invoices and view ROI reports at anytime!

The screenshot displays the 'View Talent' interface for 'Talent Tree'. The left sidebar contains navigation menus for 'LISTS', 'TOOLS', 'REPORTS', and 'MAINTENANCE'. The main content area shows a detailed profile for a talent named 'Talent Tree' with various personal and professional details.

Talent Details		Personal Details	
Status:	Active	Address 1:	8249 Ranchview Drive
First Name:	Talent	Address 2:	Suite 8249
Middle Initial:		City:	Irving
Last Name:	Tree	State:	Texas
Gender:	Female	Zip:	75063
Date of Birth:	10/19/1976 34 Years	Internal Comments:	For INTERNAL use only!
Recruited by:	HOUSE		
SSN:	XXX-XX-7777		
Mobile:	(888) 901-6435		
Alt Phone:			
Email:	bookings@talentreesp.com		
Alternate Email:			
Ethnicity:	None		
Cards Ordered:	Yes	User ID:	ttree

BRANCHES OF SERVICE

Promotional Options

More than staffing and promotions, we offer a wide variety of services to meet your specific needs. Our multi-talented models are the perfect choice for your next event. Let us help you customize your event to achieve your goals and make your next promotion a success!

-Event Staffing

-Promotional Modeling

-Trade Shows

-Product Sampling

-Product Training

-Product Demos

-Brand Ambassadors

-Bartender Services

-Food & Cocktail Servers

-Secret Shoppers

-Street Teams

-And more!

SPROUTING MODELS

OUR MODELS

- Are hired based on personality, experience, attractiveness and reliability
- Vary from a broad spectrum of ethnicities to match your exact requirements
- Undergo a screening process and must pass all required training
- Are fully-trained on the brand or product they are promoting
- Are TABC certified

SPROUTING MODELS



OUR PROCESS

On and Off-Premise promotions at Talent Tree are full service! Our routine starts the first day of each week.

Every Monday: Weekly Schedules are sent to clients, distributors, reps and retail chain contacts to ensure we are all in sync with our upcoming weekly schedule.

Every Wednesday: Pre-quality calls are made to each retail account to ensure the stores permit is correct and verify product inventory.

Booking Confirmations: Each promotional staffer receives a booking confirmation email and phone call to make sure they are ready for the promotion; we verify time, product knowledge, etc.

Confirmation Calls: A call is made 15 minutes after the promotion start time to ensure that everything is on track and going smooth.

BRANCHES OF SERVICE

Marketing Materials

As a division of Hermes Marketing Group we have the capability of producing high-quality POS material from an award-winning marketing agency. Add that extra flair to your promotion or event with customized items that will grab that attention of your audience. Our team of photographers, graphic artists and printers can produce any type of POS item you will need. Here are a few ideas:

- Posters
- Banners
- Counter Cards
- Table Tent Inserts
- Bev Napkins
- Coasters
- Recipe Cards
- Product Info Cards
- Uniforms and more!

Branded Items

We can provide you with attractive, cost-effective, branded items for your next event. Items such as key-chains, shirts, hats, koozies, shakers or any type of giveaway that our models can hand out during promotions. Add your company logo, brand or event name for added exposure to any item.

TREE OF EVENTS





Hermes Marketing
G R O U P

THANK YOU

THANK YOU!

And we look forward to growing our partnership with PATRÓN SPIRITS!

Ultimat

Vodka



Please enjoy this Non-Slip Shield on the back of your mobile phone

PYRAT



TEQUILA
PATRÓN



PATRÓN
XO CAFE



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