

# Drinks INTERNATIONAL

The no.1 choice for global drinks buyers

**MediaPack  
2012**



[www.drinksint.com](http://www.drinksint.com)

# Introduction

**Drinks International is the must-read magazine for global drinks industry professionals. We have built our reputation as the world's leading drinks magazine through our authoritative journalism and vibrant mix of relevant and informative articles that provide insight for the drinks buyer.**

This year we celebrate our 40th birthday. Since 1972 we have covered all the major news stories from the global drinks industry. Watch this space for details of our birthday celebrations in summer 2012.

We are extremely proud of Drinks International's editorial independence. The publication is trusted and respected by our readers, thus providing a strong platform for drinks brands to advertise.

Each month Drinks International publishes in-depth articles, business news, market reports, news analysis and opinion, with specialist industry writers such as Ian Wisniewski (spirits) and Tom Sandham (bars, cocktails) contributing on a frequent basis.

All our regular sections such as Bar Zone, Business News, What's New and Travel Retail feature every month, in an easy-to-navigate lively design.

Our publishing schedule for 2012 offers a variety of comprehensive topics. All features are accessible, user friendly and packed with useful information, facts, forecasts and updates. Our features are designed to inform and update key drinks professionals and assist them in making crucial purchasing decisions.

We continue to invest in our verified global distribution, guaranteed by the Audit Bureau of Circulations (ABC). We distribute the magazine to senior drinks buyers in 67 countries worldwide every month. No other drinks magazine can rival Drinks International on its proven global circulation. We offer the best investment for your marketing spend.

Drinks International is innovative, creative, informative and the essential read for any drinks buyer. Our powerful independent editorial and certified controlled circulation results in a magazine of great quality. Forty years on, we are proud to be the leading and most respected global drinks journal.

## Justin Smith

Commercial Director

**WE ARE HIGHLY SATISFIED WITH OUR GROWING CO-OPERATION WITH DRINKS INTERNATIONAL WHICH IS CONSIDERED BY OUR CLIENTS AS ONE OF THE TOP MAGAZINES IN OUR BUSINESS**

**SYLVIA BERNARD**  
MARKETING DIRECTOR LA MARTINIQUAISE

**DRINKS INTERNATIONAL IS THE TITLE THAT PROVIDES THE LEVEL OF EXPOSURE NEEDED TO REACH OUR AUDIENCE, AS A GLOBAL BRAND**

**MASSIMO TUZZI**  
INTERNATIONAL DIRECTOR -  
MANAGING DIRECTOR ZONIN UK



# Drinks International Online

[www.drinksint.com](http://www.drinksint.com)

To complement our monthly magazine, we also produce a fast, efficient news service, showcasing all the major stories as they happen. At time of printing, our website [drinksint.com](http://drinksint.com) had more than 12,000 unique monthly users. Our editorial team produces a daily twitter feed, facebook updates and sends a weekly newsletter.

The website presents strong online opportunities to drinks brands to advertise on the site. [Drinksint.com](http://Drinksint.com) continues to reflect the best of the magazine, featuring a full archive of the monthly content, news and feature articles and a digital edition of our monthly magazine. Drinks brands can display their advertisement campaigns online in a highly targeted manner in a variety of ways.

## Drinks International Weekly Newsletter

Every Friday we round up the best of the weeks news from the global drinks industry in our weekly newsletter. Requested by nearly 9,000 international subscribers, this is the perfect platform to reach a global audience of global drinks buyers, importers and producers. With various advertisement positions available every week. This is a cost effective and strong promotional opportunity.

## 10 Reasons to advertise. Drinks International.

- 1 The only global magazine dedicated to the spirits, wine and beer markets
- 2 Is the only global drinks title with a certified circulation, which proves the magazine is received by international drinks buyers in 67 countries.
- 3 Provides authoritative editorial content, giving a positive environment for drinks brands to advertise.
- 4 Gives the best return on your marketing spend, provided by our requested and certified circulation.
- 5 Benefits from bonus distribution at all the major drinks trade shows and events around the world, providing increased exposure for your brands.
- 6 Provides buyers with the latest news from the industry through our website [drinksint.com](http://drinksint.com), creating a strong platform for drinks brands to advertise online.
- 7 Produces key events and awards to help brands gain publicity and boost their profiles.
- 8 Reaches 73% of the key decision makers in the global drinks industry, based on our current circulation of requested copies.
- 9 Offers multimedia commercial opportunities such as sponsored columns, event sponsorships, mail shots, advertorials and bespoke advertising packages.
- 10 Comprehensive, innovative and evolving. Established for 40 years, it is the leading global drinks magazine, trusted and respected throughout the world.

# Drinks INTERNATIONAL

Agile Media Ltd, Zurich House,  
East Park, Crawley,  
West Sussex RH10 6AS, UK  
**Tel:** +44(0) 1293 590040  
**Fax:** +44(0) 1293 474010

## Events

Drinks International is dedicated to providing innovative and effective marketing solutions. We produce many successful award schemes and events, with sponsorship opportunities available.

### International Spirits Challenge

The International Spirits Challenge is the most authoritative, respected and influential spirits competition in the world. Now in its 17th year, the ISC is the premier event in promoting outstanding quality spirits from across the globe is comprised of four main award categories including Tasting, Design & Packaging, Marketing and Retailer Awards.

Our rigorous and credible judging process encourages the calibre of spirits entered into the competition each year. The ISC receives over 1,000 entries from nearly 70 countries worldwide, making it a truly global competition. It is supported by several of the world's leading spirits producers as the ISC validates the international standard for quality and excellence.

The Challenge culminates in a prestigious awards evening held at the five star Marriot Grosvenor Square hotel, London in October. The awards dinner is attended by industry leaders from global retail, duty free operators, distributors, drinks producers, world class mixologists, bar owners and marketing and design specialists.

**Website:** [www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com)

**Contact:** +44 (0)1293 590044

**Email:** [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com)

### Drinks International Pre-Mixed Drinks Challenge

The popularity of pre-mixed drinks has grown considerably in the last few years.

The Pre-mixed Drinks Challenge aims to recognise quality and innovation in the readymade alcoholic drinks sector.

Producers are invited to submit their ready made classic mixed drinks and authentic cocktail combinations to our expert panel of independent judges - including retailers, mixologists and critics - who will conduct a blind tasting to assess aroma, appearance and taste.

**Website:** [www.drinksint.com](http://www.drinksint.com)

**Contact:** + 44 (0) 1293 590044

**Email:** [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com)



### The World's 50 Best Bars

The most eagerly awaited night of the year - The World's 50 Best Bars 2012 event will be held at a prestigious London venue in October 2012 in the company of the world's finest mixologists, on-trade professionals and the world's most influential bar owners. The evening itself will be an unrivalled opportunity for any sponsor to promote their brand in the company of some of the world's finest and most respected bar professionals on the planet. The key leading bars nominated as well as our esteemed academy of 200 industry experts will be amongst the 300 guests in attendance. The awards are set to become the leading bar event of the annual calendar year as bar professionals across the globe gather to hear the live announcement of the list.

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**Email:** [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com)



### Drinks International Travel Retail Awards

Now in their sixth year, the Drinks International Travel Retail Awards recognise the importance of the drinks sector in duty free retailing. They are the only travel retail awards exclusively for alcoholic beverages. The categories focus on the best travel retail launches, design and packaging, in-store promotions, marketing campaigns as well as duty free buyer and operator awards.

The awards culminate at the annual TFWA World Exhibition in Cannes each October, with the winners being announced at the Drinks International Travel Retail Party. The event is attended by duty free buyers, operators, airlines and airport authorities and drinks producers.

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### Drinks International Cocktail Challenge

Now in its 19th year, the Cocktail Challenge has built a reputation for being the only truly independent cocktail competition in the world.

Drinks brands can enter their cocktails into all three categories: aperitifs, long drinks and after dinner. Each year it attracts the highest calibre of entries from global brand owners, brand ambassadors and independent bar consultants. The first round of judging takes place in March, with the finals taking place live at a top London bar in April. The final attracts some of the world's finest mixologists and bar owners as they watch brand ambassadors battle it out for the winning cocktail.

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**Contact:** +44 (0)1293 590044

**Email:** [jo.morley@drinksint.com](mailto:jo.morley@drinksint.com)



## Event Sponsorship Packages

We have various sponsorship opportunities available for all of our award schemes and events, including full branding on all marketing materials in Drinks International magazine and on [drinksint.com](http://drinksint.com), advertising, full branding at the event, product placements, partnership profiles, editorial coverage and direct marketing.

Please contact Commercial Director Justin Smith for more details

Tel: +44 (0)1293 590041

Email: [justin.smith@drinksint.com](mailto:justin.smith@drinksint.com)

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# Features 2012

**Position your advertisement where it will gain most impact - our features schedule will help you plan the most effective advertising campaign for your brand.**

We have been working hard to create a variety of new and exciting features for 2012. Our selected features list creates strong commercial opportunities for drinks producers to promote their brands. In addition we will be publishing special supplements such as Vodka, The Millionaires Club, The World's 50 Best Bars, The Cocktail Challenge Recipe Guide, The International Spirits Challenge 2012 results

brochure and Hot Bar Brands 2012. Drinks International is the essential read for international drinks buyers. Its unique position and its community of readers provides the perfect platform to deliver your brands key messages. To discuss your opportunity to reach the buyers you want, call the Drinks International advertising team on the numbers below

**Our regular monthly sections include:** News, Profile, What's New, Travel Retail, People & Events, Bar zone and Departure Zone. Contact the advertising team to find out details on how to become a section sponsor.

Month	Features	Award/Results	Bonus Distribution	Advertisement Deadline	Publishing Date
<b>January</b>	Cachaca Australian Wine Vodka Cocktails Mixers and Cocktail Ingredients Hot Bar Brands	Pre Mixed Challenge Results	Australia Tasting - London, UK	21st December	6th January
<b>February</b>	Liqueurs Pisco German Wine Riesling & Pinot Noir Design & Packaging World's Best Whisky Bars Prowein Preview	Wine Tourism Awards	Prowein - Dusseldorf, Germany Pianetta Birra - Rimini, Italy Salon des Vins Loire - France	27th January	3rd February
<b>March</b>	Indian Whiskey & other spirits Absinthe St Patricks Day Vintaly Preview IAADFS Preview <b>Vodka Supplement</b>		IAADFS - Orlando, USA Alimentaria Barcelona Vintaly - Verona, Italy	24th February	2nd March
<b>April</b>	Cognac Premium Beers Chilean Wine Tequila Cocktails World's Best Rum Bars Cocktail Challenge Recipe Guide <b>Scotch Blends Supplement</b>		Vinaustria - Vienna, Austria Wine & Spirit Wholesalers of America	23rd March	30th March
<b>May</b>	Gin Irish Whiskey Champagne Armagnac Vinexpo Asia Preview TFWA Preview London Wine Fair Preview <b>World's Most Admired Wines Supplement</b>		London International Wine Fair/Distil - London, UK TFWA Asia Pacific - Singapore SIAL China Vinexpo Asia, Hong Kong	20th April	27th April



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**Justin Smith, Commercial Director:**

**Tel:** +44 (0)1293 590041

**Email:** justin.smith@drinksint.com

# Features 2012

Month	Features	Award/Results	Bonus Distribution	Advertisement Deadline	Publishing Date
<b>June</b>	Rum Cocktails Rioja World's Best Tequila Bars Premium Cider Closures <b>Millionaires Club Supplement</b>	ISC Liqueurs, Tequila Results Cocktail Challenge Results	New York Bar Show - NY, USA	18th May	25th May
<b>July</b>	Liqueurs Portuguese Wines Rum London Olympics 2012 <b>DI 40th Birthday Supplement</b>	ISC Vodka, Gin & White Spirit Results	Tales of the Cocktail, New Orleans USA	22nd June	29th June
<b>August</b>	Premium Vodka Cocktail Special Tequila New Zealand Wine World's Best Gin Bars	ISC Scotch, Whiskies of the World Results		20th July	27th July
<b>September</b>	American Whiskies Sambuca Cream Liqueurs South African Wine	ISC Brandy, Rum Results	Moscow Bar Show	17th August	31st August
<b>October</b>	Vodka in the US Argentina Gift Packaging Gin Cocktails World's Best Champagne Bars TFWA Cannes Preview <b>World's 50 Best Bars Supplement</b>	DI Travel Retail Awards ISC Packaging/ Marketing Results	TFWA – Cannes, France US Drinks Conference – NY, USA SIAL – Paris, France Wine for Asia – Singapore	21st September	28th September
<b>November</b>	Cognac Malt Whisky Tuscany Pre Mixed Drinks Bitters <b>International Spirits Challenge Results Supplement</b>		Hong Kong International Wine & Spirits Fair	19th October	26th October
<b>December</b>	Japanese Whiskies Cava, Prosecco & Sparkling Wine Port World's Best Vodka Bars DI Dozen	DI Travel Retail Awards Trophy Winners		23rd November	30th November



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# Circulation & Readership

Drinks International is the only global alcoholic drinks publication that has an independently recognised certificate of its circulation.



## The drinks universe

We have invested heavily in making sure that Drinks International reaches the key decision makers in the global alcoholic drinks industry.

We commissioned independent data experts The Jamieson Consultancy Ltd to research the universe of drinks specifiers. To achieve this they used 220 different data sources. As a result of this we have tailored and improved our circulation to target the drinks universe.

- **Our distribution covers more than 80% of companies and groups that spend at least US\$3m on alcohol purchases.**
- In addition we have targeted 2,460 elite on-premise bars/outlets – the trendsetters and opinion formers in the alcoholic beverage sector.
- **Our current penetration of requested copies of Drinks International is 73% of the key decision makers in the global drinks industry.**
- The ABC certificate proves Drinks International is distributed to your target audience – senior international drinks buyers
- **Our requested and certified circulation offers the best return on your marketing spend**
- Our controlled audited circulation, subscriptions and bonus distribution provide an average print run of 10,000 copies per month
- **No other magazine can prove a readership of international drinks buyers with senior buying power**



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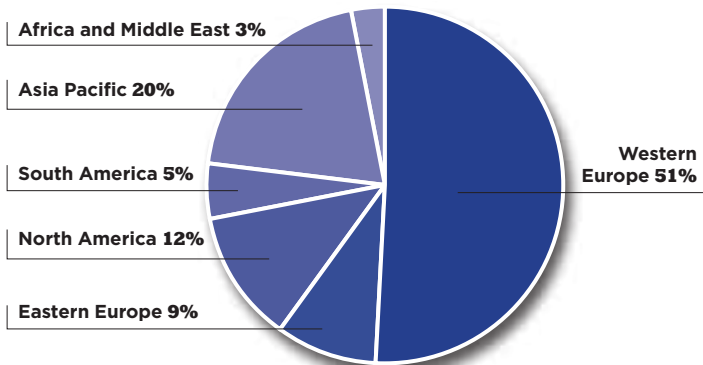
**Email:** justin.smith@drinksint.com

	Total number of companies worldwide	Total number of key buyers	% of these key buyers reading Drinks International
Supermarkets/drinks store chains	447	1,260	71
Travel retail groups	117	447	72
Airlines	720	907	66
Ferry/cruise lines	147	243	73
Hotel/restaurant/bar groups	1,128	1,987	60
Importer/exporter/agent/broker groups	200	345	69
Wholesaler/distributor groups	232	349	64
Elite on-premise: hotel bars, clubs, bars, restaurants	2,460	2,460	86
<b>TOTAL</b>	<b>5,451</b>	<b>7,998</b>	<b>73</b>

# Circulation & Readership

## Geographical breakdown

Drinks International has a truly global circulation. The magazine is sent to readers who have requested Drinks International in 67 countries around the world.



## Our top 20 countries are:

- United Kingdom
- China & Hong Kong
- USA
- Belgium
- France
- Australia
- India
- Austria
- Germany
- Portugal
- Russia
- Canada
- Spain
- South Africa
- Brazil
- Netherlands
- Japan
- Finland
- Italy
- Ukraine

## Presence at trade shows/expos

Every year Drinks International circulates nearly 40,000 copies at more than 30 trade shows, exhibitions and conferences, including Prowein, Vinitaly, IAADFS Orlando, TFWA Cannes, TFWA Asia Pacific, London International Wine Fair, Distil London, Vinexpo, Hong Kong International Wine & Spirits Fair.

## Research

**INDEPENDENT RESEARCH WITHIN THE DRINKS UNIVERSE PROVES THAT DRINKS INTERNATIONAL IS THE ONLY INTERNATIONAL TRADE TITLE READ BY THE MAJORITY OF GLOBAL DRINKS BUYERS.**

*THE RESEARCH WAS CONDUCTED AMONG A RANDOM SAMPLE OF 393 KEY BUYERS DRAWN FROM COMPANIES WITHIN THE DRINKS UNIVERSE FROM AROUND THE WORLD (EXCLUDING UK) IN FEBRUARY-MARCH 2009 BY THE JAMIESON CONSULTANCY LTD\**

## Which international magazines and websites do you read or visit?



\*Research was conducted by telephone. The random sample was stratified by business type (including 53 multicores):

- Supermarkets/drinks store chains: 70 respondents
- Travel retail groups: 60 respondents
- Airlines: 57 respondents
- Ferry/cruise lines: 29 respondents
- Hotel/restaurant/bar groups: 130 respondents
- Importer/exporter/agent/broker groups: 58 respondents
- Wholesaler/distributor groups: 42 respondents

The following geographical regions were represented:

- Western Europe (excluding UK): 179 respondents
- Eastern Europe: 13 respondents
- Asia Pacific: 58 respondents
- North America: 84 respondents
- South America, Central America and Carribean: 21 respondents
- Africa and Middle East: 38 respondents



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# Display Advertising Rates



## £ Sterling Rates

Premium positions	Issues per year	1	3	6	12
<b>Covers</b>	Front Cover*	£5,369	£5,100	£4,832	£4,563
	Outside Back Cover	£4,194	£3,984	£3,774	£3,564
	Inside Front Cover	£4,026	£3,824	£3,623	£3,422
	Inside Back Cover	£3,858	£3,665	£3,472	£3,279
	Page 4	£3,690	£3,505	£3,321	£3,136
<b>Double page spread</b>	Bleed: 291 x 466mm Trim: 285 x 460mm	£5,737	£5,450	£5,163	£4,876
<b>Full page</b>	Bleed: 291 x 236mm Trim: 285 x 230mm Type area: 250 x 203mm	£3,355	£3,187	£3,019	£2,851
<b>Half page</b>	Type area vertical: 251 x 98mm Type area horizontal: 121 x 203mm	£2,049	£1,946	£1,844	£1,741

\* The front cover design will be published as a photographic image.

**Guaranteed position +10%, Agency commission - 10%**

## Bespoke Packages

Drinks International is published by Agile Media. In addition to our publishing activities we also offer bespoke promotional packages, including sponsored editorial columns, section sponsorship, advertorials, cover wraps, inserts and much more. To hear more on these opportunities, please contact us to meet your personal requirements.

All prices exclude production charges.  
Credit terms - strictly 30 days from invoice date.  
All rates are for 4 colour.

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## Online Readership and Rates

Drinks International's website drinksint.com is committed to providing a comprehensive daily news service and an archive of features from the printed magazine. Visitors to the site are able to read digital editions, follow developing news stories, as well as receive email news alerts. It's the essential website for drinks buyers, who want to keep track of the news. Advertising on drinksint.com will guarantee you regular click through to your own site and increase the awareness of your drinks brands.

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Email: justin.smith@drinksint.com

**Drinks International website drinksint.com has a truly global readership.**  
**Visitors from more than 180 countries log into www.drinksint.com on a monthly basis.**

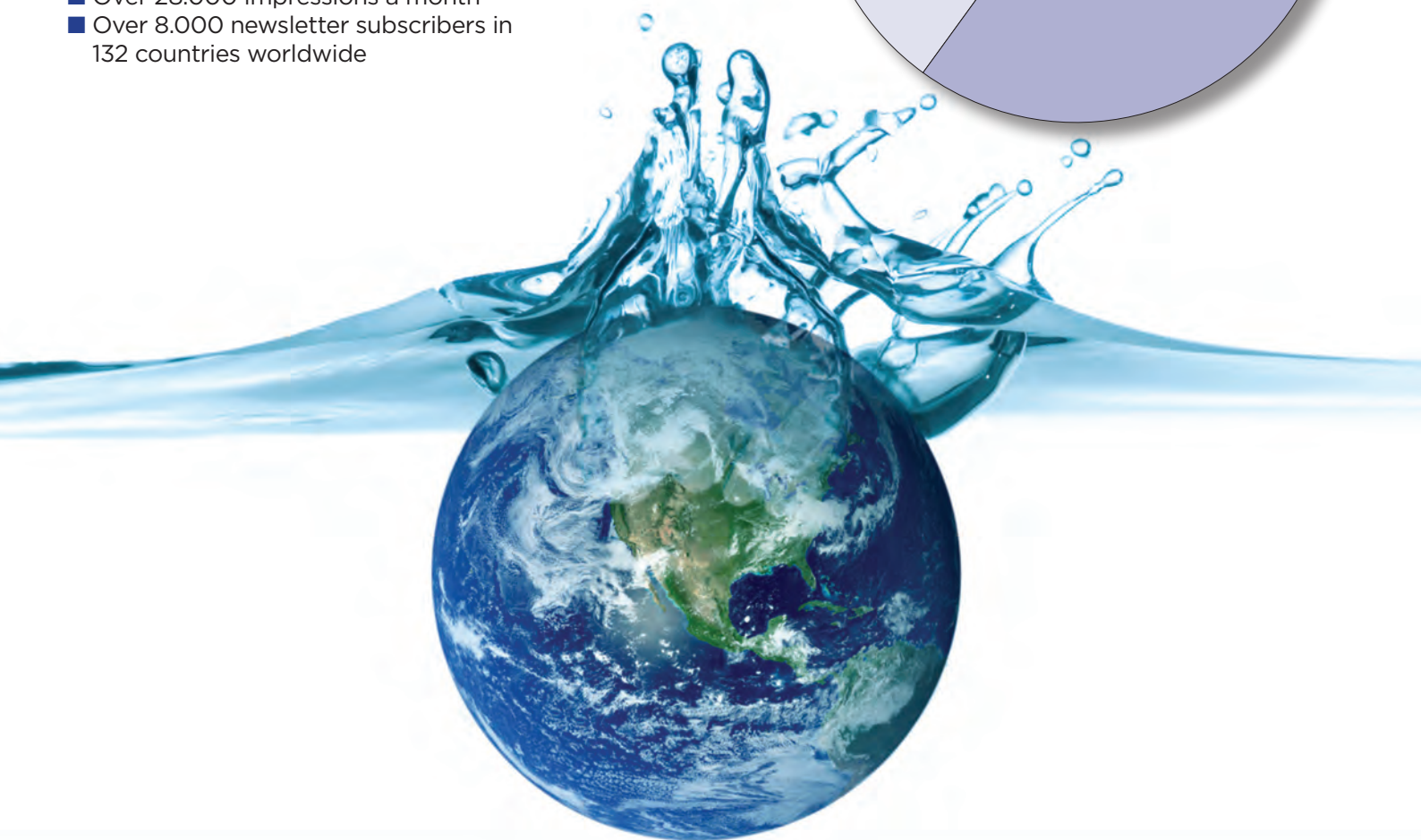
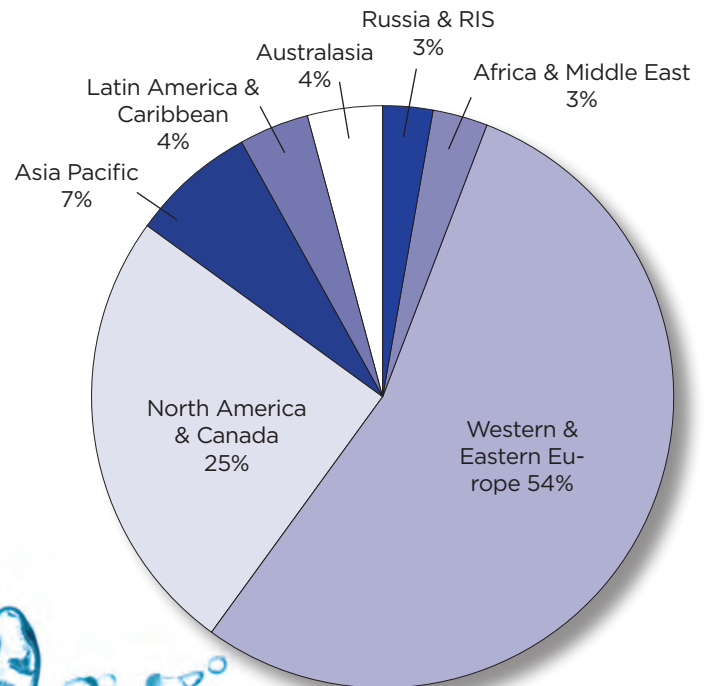


### Our top 20 countries are:

- |                  |               |                |
|------------------|---------------|----------------|
| ■ United Kingdom | ■ India       | ■ Japan        |
| ■ USA            | ■ Italy       | ■ New Zealand  |
| ■ France         | ■ Spain       | ■ Singapore    |
| ■ Australia      | ■ Netherlands | ■ Poland       |
| ■ Canada         | ■ Sweden      | ■ South Africa |
| ■ Germany        | ■ Ireland     | ■ Argentina    |
| ■ Russia         | ■ Greece      |                |

### Summary of Statistics

- Average of 14,000 unique visitors over 180 countries worldwide.
- Over 28,000 impressions a month
- Over 8,000 newsletter subscribers in 132 countries worldwide



## £ Sterling Rates

Advert	Dimensions	1 Week	1 Month	3 Months	6 Months	12 Months
<b>Leaderboard Banner (maximum 4 rotations)</b>	728 pixels wide x 90 pixels high	£300	£1140	£1080	£1020	£960
<b>MPU Rectangle Banner (maximum 4 rotations)</b>	300 pixels wide x 250 pixels high	£300	£1140	£1080	£1020	£960
<b>DI Weekly Newsletter (Solus Skyscraper)</b>	160 pixels wide x 600 pixels high	£350	£1330	£1260	£1190	£1120
<b>DI Weekly Newsletter (Leaderboard Banner)</b>	468 x 60 pixels	£350	£1330	£1260	£1190	£1120

Agency commission - 10%

Credit terms - strictly 30 days from invoice

### Mechanical specifications for supplied advertising

**Leaderboard Banner (maximum 4 rotations)**

468 pixels wide x 60 pixels high

**MPU Rectangle Banner (maximum 4 rotations)**

300 pixels wide x 250 pixels high

**DI Weekly Newsletter 160 pixels wide x 600 pixels high**

**FORMAT: Gif, JPEG or SWF, TIFF, EPS**

### Electronic Files

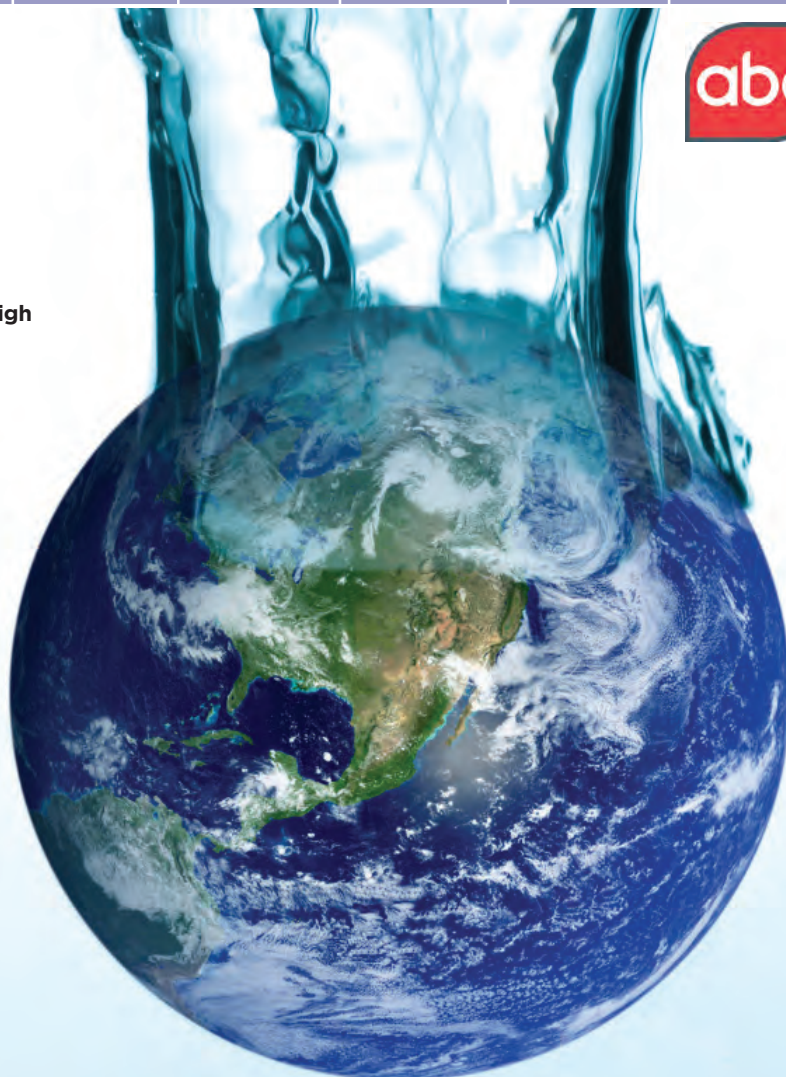
■ Text should be supplied as a digital text file.

■ All images must have a resolution of 72dpi + and be physically no smaller than required by the design (i.e at least 120 pixels wide if necessary to fit the width of a Button).

■ Format: Gif, JPEG, SWF, TIFF and EPS.

### Submission of material

Please send material for the attention of Balázs Kolbay at Pressflex, email: balazs@pressflex.com and to Justin Smith Commercial Director at Drinks International, email: justin.smith@drinksint.com



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# Online Advertising Rates

Drinks International's website drinksint.com is committed to providing a comprehensive daily news service and an archive of features from the printed magazine. Visitors to the site are able to read digital editions, follow developing news stories, as well as receive email news alerts. It's the essential website for drinks buyers, who want to keep track of the news.

Advertising on drinksint.com will guarantee you regular click through to your own site and increase the awareness of your drinks brands.

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## Average Summary of Statistics

**25,891** page impressions a month

**9,642** unique users per month

**2.87** page views per visit

**9,000** subscribers to our regular newsletter,  
sent out every Friday.



# Technical Specifications Display Advertising

## Mechanical Data - 2012

All measurements are in mm – height x width

Size	Format	Dimensions
DPS	Bleed Trim Type Area	291 x 466 285 x 460 250 x 406
Full page	Bleed Trim Type Area	291 x 236 285 x 230 250 x 203
1/2 page horizontal	Type Area	121 x 203
1/2 page vertical	Type Area	251 x 98

**ALL LIVE MATTER TO BE 10mm AWAY FROM TRIM MEASUREMENT**  
Bleed should be added to all 4 edges as shown here

**DOUBLE PAGE SPREADS** - a 20mm gutter is required for all live matter this is included in the measurement given

## File Preparation and Delivery

### Artwork identification

All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication.  
Call the contact number below for an artwork reference number.

### PDF Files

PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDF's made to the PPA Pass4Press standard will meet our specifications. See page 2 for details.

### Other Formats

We can also accept files in these formats, providing they adhere to the file specifications shown on page 2: Quark Xpress 5, 6, & 7, Indesign CS, CS2 & CS3, Photoshop, Illustrator CS & CS2 & CS3, or as EPSF.

### File Preparation Notes

All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K)

No spot, rgb, lab or solid pantone colours should be used.

Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression. Avoid logos or images from web sites, as the resolution will be 72dpi.

### Fonts

Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.

NO finished artwork can be accepted as a Word, Powerpoint, Excel, Corel Draw, MS Publisher or PageMaker file.

Text for setting should be supplied as a digital text file.

### File Delivery

**File delivery by FTP upload can be made at:**

**Host:** ftp.itm.bsky.net

**User name:** drinksint

**Password:** lodlup91

**If you are sending Complete artwork and not a PDF file your must first place all the relevant artwork into a folder and compress/zip the folder.**

**Files can also be sent by email, mail on CD or DVD, Mac or ISO 9660 format. (Disks will only be returned if accompanied by return packaging).**

### Submission of material

Please send material for the attention of Kevin Porter  
ITM Publishing Services, Central House, 4th & 5th floors,  
142 Central Street, London, EC1V 8AR  
Tel: 020 7216 6449 (direct line) Fax: 020 7216 8556  
Mail to: drinksinternational@itmps.co.uk



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**Mechanical specifications for  
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■ **Format: Gif, JPEG, SWF, TIFF and EPS.**

**Submission of material**

Please send material for the attention of Balázs Kolbay at Pressflex, email: [balazs@pressflex.com](mailto:balazs@pressflex.com) and to Justin Smith Commercial Director at Drinks International, email: [justin.smith@drinksint.com](mailto:justin.smith@drinksint.com)

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