



Signature Cocktail Consulting

Who it's for: Bars, restaurants, venues, event planners, and luxury hosts who want bespoke, profitable, and photogenic cocktail programs—backed by SOPs, pricing discipline, and cinematic brand assets.

TIER 1 — Signature Studio (Starter)

Best for: New menus, pop-ups, boutique venues.

Includes (your items 1–9; excludes #10 online brand positioning):

- Seasonal Menu Update (1 season)
- 2 Cocktail Concepts + Tasting
- Garnish Plan (visuals + sourcing guide)
- Pricing & Cost/oz Catalog
- Prep & Batching SOPs
- Menu Copy & Visual Design
- Cinematographic Photoshoot per Cocktail — 2 cocktails (studio included at \$85/each; on-site +\$15 each)
- Content Creation: 2 static posts + 1 reel (editing + copy)

Timeline: 7–10 days **Perceived Retail Value: ~\$2,285**

Package Price: \$1,250 (save ~\$1,035)

Payment: 50% to start, 50% on delivery

TIER 2 — Executive Launch

Best for: Launches, rebrands, seasonal revamps needing more content.

Includes (all items except #10):

- Seasonal Menu Update (1 season)
- 4 Cocktail Concepts + Tasting
- Garnish Plan
- Pricing & Cost/oz Catalog
- Prep & Batching SOPs
- Menu Copy & Visual Design
- Cinematographic Photoshoot per Cocktail — 4 cocktails (studio included; on-site +\$15 each)
- Content Creation: 4 static posts + 2 reels (editing + copy)

Timeline: 10–14 days | Perceived Retail Value: ~\$3,970

Package Price: \$2,250 (save ~\$1,720)

Payment: 50% to start, 50% on delivery

TIER 3 — Brand Authority (Full Stack)

Best for: Flagship venues & hospitality brands who want creative + brand growth.

Includes (ALL services; item #10 included):

- Seasonal Menu Update (1 season)
- 6 Cocktail Concepts + Tasting
- Garnish Plan
- Pricing & Cost/oz Catalog
- Prep & Batching SOPs
- Menu Copy & Visual Design
- Cinematographic Photoshoot per Cocktail — 6 cocktails (studio included; on-site +\$15 each)
- Content Creation: 6 static posts + 4 reels (editing + copy)
- Online Brand Positioning (#10) — profile optimization, pinned content strategy, bio hooks, posting cadence, hashtag map, and 30-day content framework.

Timeline: 14–21 days | Perceived Retail Value: ~\$6,950

Package Price: \$3,950 (save ~\$3,000)

Payment: 50% to start, 30% mid-week two, 20% on delivery