



Signature Cocktail Consulting

We design non-alcoholic menus that feel premium, look extraordinary, and deliver unforgettable guest experiences.

TIER 1 — Signature Studio (Starter)

Perfect for new menus, pop-ups, boutique venues, and wellness-driven concepts.

Includes:

- **Seasonal Zero-Proof Menu Update** (1 season)
- **2 Zero-Proof Cocktail Concepts + Tasting**
- **Curated Garnish Plan**
(visuals + sourcing guide with botanicals, herbs, fruit, teas)
- **Pricing & Cost-Per-Ounce Catalog**
- **Prep & Batching SOPs** (for zero-proof production)
- **Menu Copy & Visual Design**

- **Cinematic Photoshoot — 2 Zero-Proof Cocktails**
studio included at **\$85/each** (on-site +\$15 per cocktail)
- **Content Creation:**
 - 2 static posts
 - 1 reel(editing + caption copywriting)

Timeline: 7–10 days

Perceived Retail Value: ~\$2,285

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

TIER 2 — Executive Launch

Best for launches, rebrands, wellness expansions & seasonal revamps needing deeper content production.

Includes:

- **Seasonal Zero-Proof Menu Update** (1 season)
- **4 Zero-Proof Cocktail Concepts + Tasting**
- **Curated Garnish Plan**
- **Pricing & Cost-Per-Ounce Catalog**

- **Prep & Batching SOPs**
- **Menu Copy & Visual Design**
- **Cinematic Photoshoot — 4 Zero-Proof Cocktails**
studio included (on-site +\$15 per cocktail)
- **Content Creation:**
 - 4 static posts
 - 2 reels(editing + caption copywriting)

Timeline: 10–14 days

Perceived Retail Value: ~\$3,970

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

TIER 3 — Brand Authority (Full Stack)

For flagship venues & hospitality brands ready to lead the zero-proof movement.

Includes (ALL services + item #10):

- **Seasonal Zero-Proof Menu Update** (1 season)
- **6 Zero-Proof Cocktail Concepts + Tasting**

- **Curated Garnish Plan**
- **Pricing & Cost-Per-Ounce Catalog**
- **Prep & Batching SOPs**
- **Menu Copy & Visual Design**
- **Cinematic Photoshoot — 6 Zero-Proof Cocktails**
studio included (on-site +\$15 per cocktail)
- **Content Creation:**
 - 6 static posts
 - 4 reels(editing + caption copywriting)
- **Online Brand Positioning (#10):**
 - Profile optimization
 - Pinned content strategy
 - Brand-forward bio hooks
 - Posting cadence
 - Hashtag map
 - 30-day zero-proof content framework

Timeline: 14–21 days

Perceived Retail Value: ~\$6,950

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