MEDIA KIT OCTOBER 2022

SCOTCHDALE®

EST. 2019
SCOTTSDALE. AZ

THE MOST
LIVABLE
WHISKY

PRODUCE D AND BOTTLED IN SCOTLAND



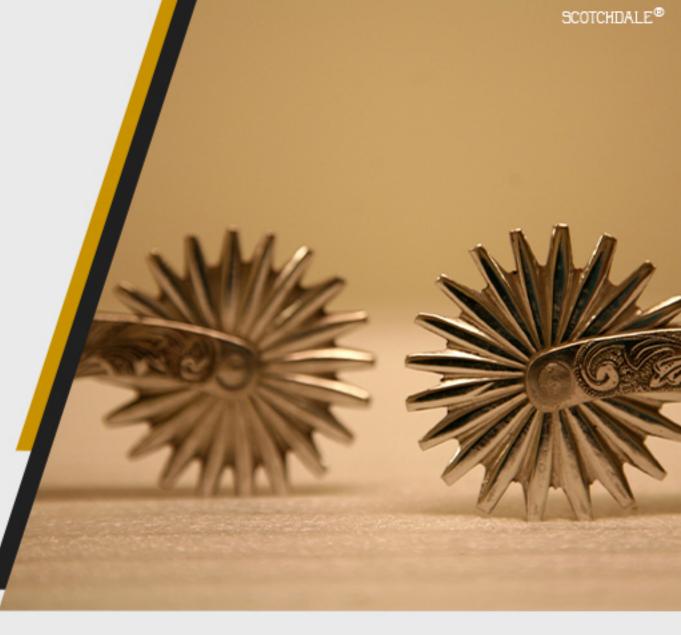


AWARD WINNING



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OFFICE

21

16674 N. 91st St #105 Scottsdale, AZ 85260 Arizona Wholesaler Liquor License #04077111

CONTACT

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MERCH STORE

/// LEADERSHIP ORGANIZATION

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ORFUNAGE
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///ABOUT OUR COMPANY

The Scotchdale Company was born in the thick underbrush of Scottsdale Arizona. This world class whisky was the creation of two scotch whisky aficionados with a thirst for the finer things in life.

Through many years of passionate whisky blending these whisky bandits were able to discover the coolest blends to tame the Arizona heat. Using the finest blended pure malt whisky from the Highland and Speyside regions of Scotland our spirit has been perfected to embrace those hot desert nights.



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Angus Dundee Distillers has over 60 years experience of distilling, bottling and exporting Scotch Whisky products and other spirits around the world.

Our spirits are matured and sun kissed in charred American oak bourbon barrels for a minimum of 8 long years.

The result...

flavorful whisky with hints of honey, chocolate, caramel, oak and coffee. Scotchdale finishes smooth and distinct, and is great neat, on the rocks, or in your favorite distinguished cocktail.

III DISTRIBUTION SNAPSHOT

LOCATIONS	38
STATES	2
CITIES/TOWNS	52
ON-PREMISE	26
OFF-PREMISE	12
HOTELS	15
GOLF COURSES	10
CIGAR BARS	6
LIVE MUSIC VENUES	4
MOVIE THEATERS	5
GENTLEMEN'S CLUBS	3
GLBT CLUBS	2
COMMUNITY CENTERS	2
MARINAS	2
AIRPORTS	1
COMEDY CLUBS	1
BOWLING ALLEYS	1
GO-KART TRACK	1
FUN-PLEX	1



Amado Apache Junction Bisbee Buckeye
Camp Verde Garefree Gave Greek Chandler
Cottonwood El Mirage Flagstaff Fort McDowell
Fountain Hills Gilbert Glendale Goodyear
Green Valley Kingman Lake Havasu City
Munds Park Mesa Morristown New River
Paradise Valley Payson Phoenix Pinetop
Prescott Peoria Queen Greek Rio Verde
Scottsdale Sedona Show Low Sierra Vista
Strawberry Surprise Tempe Temple Marina
Tombstone Tucson Wickenburg Yuma

NEWADA

LAS VEGAS HENDERSON NORTH LAS VEGAS RENO MESQUITE SPARKS CARSON CITY WEST WENDOVER











SCOTCHBALF®

MUSEUMS

/// ON-PREMISE THEME SNAPSHOT



ITALIAN

























GLBT CLUB

MEXICAN 16

PUERTO RICAN

JAPANESE

ASIAN/CHINESE

GOLF COURSE 10

SPORTS BAR 28















STEAKHOUSE/SEAFOOD

BIKER/DIVE

SALOON 13

HOTEL 15

BREWERY/DISTILLERY

MARINA

HORSE RACING OTB















PIZZA

MOVIES/ENTERTAINMENT MILITARY BAR

CASINO

GENTLEMEN'S CLUB

LIVE MUSIC VENUE SOUTHERN/BBQ

/// ON-PREMISE ARIZONA

AMADO

LONGHORN GRILL & SALOON

BISBEE

BISBEE SOCIAL CLUB

BUCKEYE

TEMPO URBAN BISTRO

CAREFREE

KEELER'S STEAKHOUSE

CAVE CREEK

BIG EARL'S GREASY EATS
BLACK MOUNTAIN DISTILLERY
JANEY'S BODEGA
ROSATI'S
THE HIDEAWAY GRILL

CHANDLER

810 BILLIARDS & BOWLING CRUST SIMPLY ITALIAN DIRTY BLONDE TAVERN FIBBER MaGEE'S LOOK CINEMAS MAJESTIC THEATERS MURPHY'S LAW SASHA'S KITCHEN & COCKTAILS SMOKIN' FINS ST. AMAND KITCHEN THE FORUM COWORK THE LOCAL THE STILLERY TOM RYAN'S LOUNGE TWISTED CACTUS VALLE LUNA

COTTONWOOD

COLT GRILL

scotchdale.net

FLAGSTAFF

THE GRAND CANYON BREWING THE MUSEUM CLUB

FOUNTAIN HILLS

M ALL AMERICAN SPORTS BAR PHIL'S FILLING STATION SADDLE BRONC GRILL SOFRITA VU BISTRO

GILBERT

12 WEST BREWING CO..
BLUE 32 SPORTS GRILL
FLYING BASSET
HUNDRED NORTH
MAJESTIC THEATERS
SOTOL MODERN COCKTAIL KITCHEN

GLENDALE

AJO AL'S THROWNE BREWING COMPANY TIM FINNEGAN'S WESTSIDE BLUE'S & JAZZ

GOODYEAR

HAYMAKER SADDLE MOUNTAIN BREWING CO.

GREEN VALLEY

19TH HOLE BAR & GRILLE LOS AGAVES RESTAURANT

LAKE HAVASU CITY

FLYING X SALOON FOUR CLOVERS RESTAURANT MCKEE'S PUB & GRILL SHUGRUE'S RESTAURANT

KINGMAN

RICKETY CRICKET BREWING

MESA

BEAST OF BOURBON
CORNISH PASTRY CO.
D'VINE BISTRO & WINE BAR
ENDGAME BAR
JJ MADISONS
OJOS LOCOS SPORTS CANTINA
MATTY G'S
PACINO'S
RED WHITE & BREW
SYLVESTER'S BISTRO
THE BRASS TAP
THE UNION JACK

MORRISTOWN

DILLON'S KANSAS CITY BBQ SCORPION BAY GRILLL

NEW RIVER

GLOSSY HEIFER

PARADISE VALEY

OHSO BREWERY + DISTILLERY

PAYSON

BUFFALO BAR & GRILL THE OXBOW SALOON

PEORIA

CANTINA GUEROS
DELI SPORTS BAR
FIRE HOUSE EVENTS CENTER
HAYMAKER
HAYMAKER
THE SOCIAL ON 83RD

PRESCOTT

LYZZARD'S LOUNGE

PHOENIX

ALEXI'S BRUNCH & SIP CARLOS O'BRIEN'S CASAWAY'S CENTRICO CHOPPER JOHN'S CK'S CRUISIN' 7TH GIN & REEL HOPDODDY BURGER BAR JAY'S COCKTAIL LOUNGE ORIGINAL GRAVITY PARADISE LOUNGE PATION 54 FUSION KITHEN PHOENIX ART MUSEUM PHOENIX BOURBON ROOM PHOENIX CITY GRILL PIGTAILS PV PIE & WINE ROCKY POINT ROSIE MCCAFFREY'S SEAMUS MCCAFFREY'S TAPHOUSE KITCHEN THE BRILL LINE THE CHURCHILL THE GRAND THE LITTLE WOODY THE TENNESSEE GRILL VALLE LUNA VALLE LUNA

PINETOP

CHARLIE CLARK'S LOS CORRALES THE DEN THE LODGE

QUEEN CREEK

OLD ELLSWORTH BAR VINEDO

/// ON-PREMISE ARIZONA

SCOTTSDALE

18 DEGREES 92 DRINKS + EATS AJO AL'S

ALL AMERICAN MODERN SPORTS GRILL

AMERICAN LEGION #44

BACKYARD'S

BELLE'S NASHVILLE KITCHEN

BEVVY BITTER'S

BLUE CLOVER DISTILLERY

BOONDOCKS PATIO & GRILL

BOOTLEGGER'S

BOURBON & BONES

BSwest

CARLSBAD TAVERN

CAT'S PAJAMA'S BISTRO

CHAUNCY SOCIAL

CLANCY'S PUB

COOK & CRAFT

CRAFT 64

CRUST SIMPLY ITALIAN

DIRTY DOGG SALOON

FAMOUS 48

GERTRUDE'S

GILIGIN'S BAR

GOODWOOD TAVERN

HOPDODDY BURGER BAR

KARSEN'S GRILL

KAY SUSHI

KYOTO SCOTTSDALE

LEGHORN'S TACOS TEQUILA & WINGS

LIBERTY STATION

LIBERTY STATION

LING & LOUIE'S ASIAN BAR & GRILL

LOOKOUT TAVERN

LONGSHOT'S BAR & GRILL

LOU MAINATI'S PIZZERIA

MAVRIX

MODERN OYSTER BAR & CHOPHOUSE

SCOTTSDALE

OCTANE RACEWAY OHSO BREWERY + DISTILLERY

OLD TOWN TAVERN

ON THE ROCKS

PHILADELPHIA SANDIWICH CO

PHOENIX BEER CO

PITCH PIZZERIA

PORTER'S WESTERN SALOON

ROADRUNNER

ROARING FORK

R.T.O'SULLIVANS

SALT CELLAR

SOCIAL TAP

SORSO WINE ROOM

STATE 48 LAGER HOUSE

TALLY HO

TAP & BOWL

TAPHOUSE KITCHEN

TAVERN GRILLE

THE CRAFTSMAN COCKTAILS + KITCHEN

THE GRAPEVINE

THE LIVING ROOM WINE CAFE & LOUNGE

THE MONTAUK

THE PRESERVE TAVERN & GRILLE

THE UNION JACK

THE ROOSTER TAVERN

THE SPOT NEIGHBORHOOD GRILL

TOUCHSTAR CINEMAS

TWIN PEAKS

VOLANTI

WASTED GRAIN

SEDONA

BUTTERFLY BURGER

COWBOY CLUB

CREEKSIDE AMERICAN BISTRO

CUCINA RUSTICA

HIDEAWAY HOUSE

MARIPOSA

RIO VERDE

TRILOGY AT VERDE RIVER

SHOW LOW

LOS CORRALES

SIERRA VISTA

PC'S LOUNGE

STRAWBERRY

BANDITS DIRTY COWBOY SALOON

SURPRISE

THE TOAST

TEMPE

BOGEY'S GRILL

CASEY MOORE'S OYSTER HOUSE

COLLEGE BAR

DEVIL'S ADVOCATE SPORTS GRILL

MJAJESTIC THEATER'S

MARAUDER'S

SPOKES ON SOUTHERN

VINE TAVERN & EATERY

YUCCA TAPROOM

TEMPLE MARINA (LAKE MEAD)

TEMPLE BAR

TOMBSTONE

AMERICAN LEGION #24

BIG NOSE KATE'S SALOON

CRYSTAL PALACE SALOON

DOC HOLLIDAY'S SALOON

FOUR DEUCES SALOON

VOGAN'S ALLEY BISTRO

WYATT EARP'S ORIENTAL SALOON

TUCSON

BATCH CAFE & BAR

BEAUT BURGER

WICKENBURG

MECCA BAR & GRILL

TRILOGY AT WICKENBURG RANCH

YUMA

THE FRIENDLY TAVERN



ANCALA GOLF CLUB
ISABELLA'S AT GRAY HAWK
LAS SENDAS GOLF CLUB
MCCORMICK RANCH GOLF CLUB
MCDOWELL MOUNTAIN GOLF CLUB
MOON VALLEY COUNTRY CLUB
PINEWOD COUNTRY CLUB
PINNACLE PEAK COUNTRY CLUB
SILVERADO GOLF CLUB
THE COUNTRY CLUB AT DC RANCH

21 DEGREES CIGAR BAR FINE ASH CIGARS FOX CIGAR BAR (2X) PURO CIGAR BAR TORCH CIGAR BAR

BONES CABARET SKIN CABARET SUGAR 44



///OFF-PREMISE RETAIL STORES | GROCERY

APACHE JUNCTION

AJ TOBACCO & LIQUOR LUCKY BOB'S LIQUORS

AVONDALE

FIESTA BARN MARKET

BISBEE

BISBEE SOCIAL CLUB

CAMP VERDE

TOP SHELF LIQUOR & ARCHERY

CHANDLER

AJ'S FINE FOODS (W. Ray Rd.) LIQUOR SQUARE

COTTONWOOD

SUZY Q MARKET

EL MIRAGE

MAGGIE'S MARKET

FLAGSTAFF

EXPRESS LIQUORS GRAND CANYON SPIRITS MAJESTIC MARKETPLACE

FOUNTAIN HILLS

ADOBE LIQUORS

GILBERT

GCM QUICK N' SHINE TOTAL WINE

GOODYEAR

TOTAL WINE (Palm Valley) scotchdale.net

GLENDALE

AJ'S FINE FOODS BELL TOWER LIQUORS DIAMOND D LIQUORS TOTAL WINE (Arrowhead)

KINGMAN

BYERS LIQUOR (Northern) BYERS LIQUOR (Fairgrounds) KING'S LIQUORS & LIQUERS

LAKE HAVASU CITY

SMITH'S GROCERY

MESA

1 STOP FOOD MART
AJ'S FINE FOODS
ALBERTSON'S (Power Rd.)
BROADWAY LIQUORS
FAIRWAY LIQUOR MART
MESA LIQUORS
SAFEWAY (Signal Butte Rd.)
SKYLINE LIQUORS
SUN DEVIL LIQUORS
SUPER STOP LIQUORS
WESTWOOD LIQUORS

PAYSON

CHEVRON RIM LIQUOR THE BEVERAGE PLACE

PRESCOTT

PARK PLAZA LIQUOR & DELI TOTAL WINE

PHOENIX

AJ'S FINE FOODS (Arcadia) AJ'S FINE FOODS (Central Ave) ALAMO FOOD & LIQUORS CELLARS (N. 32ND ST) CELLARS (CAMELBACK RD) CORK N' BOTTLE LIQUORS DRIVE-IN LIQUOR GREENWAY LIQUORS LIQUOR BASKET LUCKY'S LIQUOR SUNSHINE MARKE & DELI THE CORNER DELI THOMAS MARKET LIQUOR TOTAL WINE (Camelback Rd.) TOTAL WINE (Desert Ridge) TOWER LIQUOR VILLAGE LIQUORS

PINETOP

BEVERAGE HOUSE

QUEEN CREEK

TOTAL WINE

RIMROCK

BEAVER CREEK GAS MART

SEDONA

CLARK'S MARKET SEDONA LIQUORS

SIERRA VISTA

SIERRA VISTA FOOD MART

SCOTTSDALE

AJ'S FINE FOODS (Lincoln)
AJ'S FINE FOODS (Thompson Peak)
AJ'S FINE FOODS (DC Ranch)
LIQUOR VAULT
SAFEWAY (N. Pima Rd.)
SAM'S MARKET & LIQUORS
SHELL FOOD N' THINGS (Granite Reef)
TEVOR'S LIQUOR

TEMPE

BAD HABITS
DEVIL'S LIQUOR
JERRY'S DRIVE-IN LIQUORS
LIQUOR EXPRESS
STAR LIQUORS
SUN STOP LIQUOR
TOPS LIQUORS
TOTAL WINE (Tempe Marketplace)

TUCSON

MONTEREY DISCOUNT LIQUORS
THE BOTTLE SHOP
ROY'S CORNER MARKET
TOTAL WINE (Broadway)
TOTAL WINE (Oracle)

///ON-PREMISE NEVADA

HENDERSON

BISCUITS & BOURBON

LAS VEGAS

18BIN

595 CRAFT + KITCHEN

BERLIN BAR

BUBBLES & BREWS

DOUBLE HELIX

EVEL PIE

JING

L.A. COMEDY CLUB @ THE STRAT

LA PATRONA MEXICAN CANTINA

LEATHERNECK'S CLUB

MARCHE BACCHUS

SPAGHETTY WESTERN

THE CHARLESTON GAMING TAVERN

WHISKEY LICKER UP



///OFF-PREMISE NEVADA

HENDERSON

LEE'S DISCOUNT LIQUOR (BOULDER)
LEE'S DISCOUNT LIQUOR (EAST SUNSET)
LEE'S DISCOUNT LIQUOR (HORIZON RIDGE)
LEE'S DISCOUNT LIQUOR (SUNRIDGE)
TOTAL WINE (STEPHANIE)

LAS VEGAS

CRYSTAL LIQUORS
HACIENDA LIQUOR
LEE'S DISCOUNT LIQUOR (AZURE)
LEE'S DISCOUNT LIQUOR (BLUE DIAMOND)
LEE'S DISCOUNT LIQUOR (EAST FLAMINGO)
LEE'S DISCOUNT LIQUOR (EL CAPITAN)
LEE'S DISCOUNT LIQUOR (FLAMBOW
LEE'S DISCOUNT LIQUOR (OAKEY)
LEE'S DISCOUNT LIQUOR (LAKE MEAD)
LEE'S DISCOUNT LIQUOR (MARYLAND)
LEE'S DISCOUNT LIQUOR (RANCHO)
LEE'S DISCOUNT LIQUOR (W. WARM SPRINGS)
TOTAL WINE (CENTENNIAL)
TOTAL WINE (SOUTH STRIP)

NORTH LAS VEGAS

TOTAL WINE (SUMMERLIN)

LEE'S DISCOUNT LIQUOR (ALIANTE)

CARSON CITY

BEN'S FINE WINE & SPIRITS

RENO

BEN'S FINE WINE & SPIRITS (LAKESIDE)
BEN'S FINE WINE & SPIRITS (N. VIRGINIA)
BEN'S FINE WINE & SPIRITS (S. VIRGINIA)
BEN'S FINE WINE & SPIRITS (W. 4TH)
LEE'S DISCOUNT LIQUOR (NORTHTOWNE)
LEE'S DISCOUNT LIQUOR (S. VIRGINIA)
TOTAL WINE

SPARKS

BEN'S FINE WINE & SPIRITS

WEST WENDOVER

LEE'S DISCOUNT LIQUOR

MESQUITE

LEE'S DISCOUNT LIQUOR



///ADVERTISING PROGRAM

Scotchdale pushes on-premise and off-premise sales, website traffic, and brand awareness via high-calibur integrated ad systems. Using mulitplex campaigns, we are able to leverage the power of new technology and modern channels with our company strategy in reaching the audiences who not only promote's Scotchdale's brand growth, but the growth of all our partner locations.

Scotchdale's digital presense and creativity is paramount and bridge between the brand and target audience. Through a combination of unique geo-targeting and imaging, Scotchdale is able drive engagement and increase marketing effectiveness therefore gainining the trust of our audiences and thus creating a sense of a real community.

Scotchdale strives to be a part of your life, not in the way of it.



TOUCHPOINTS

FACEBOOK ADS INSTAGRAM ADS GOOGLE SEARCH ADS GOOGLE DISPLAY ADS YOUTUBE ADS EMAIL MARKETING IN-STORE ADS OUTDOOR ADS TASTING EVENTS SPONSORED EVENTS MERCHANDISE FLYERS/POSTERS BANNERS TABLE TENTS RETAIL RACK CARDS RADIO/PODCAST SPOTS PUBLIC/MEDIA RELATIONS MEDIA RELATIONS TRADE SHOWS WEBSITE

SCOTCHDALE®

/// MARKET AUDIENCE



WEBSITE VISITORS

95 PERCENT SRETURNING

57MEN 43WOMEN

AGEBRACKETS 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

8° 15° 20° 23° 19° 15°

GEOLOCATION

PHOENIX SCOTTSDALE MESA CHANDLER TEMPE

40 16 10 5 5

LAS VEGAS RENO SPARKS CARSON CITY MESQUITE

77° 12° 4°

2~

A SF SACRAMENTO SAN JOSE SAN DIEGO

7%

2%

2⁵

AZ 37%

NV 26%

> CA 8%





Scotchdale appears in many local publications, national publications, and media outlets which can be found on the Scotchdale website.

THE ENTERTAINER MAGAZINE APRIL 2022 (COVER)

SCOTTSDALE AIRPARK NEWS MARCH 2019 (COVER)

WHISKY ADVOCATE FALL 2020 (RANKINGS)

THIRSTY JANUARY 2020

AZ GOLF INSIDER MAY 2020

SCOTTSDALE AIRPARK NEWS SEPTEMBER 2019

MODERN LUXURY SCOTTSDALE NOVEMBER 2018

LOVIN' LIFE AFTER 50 FEBRUARY 2021

OFF THE STRIP / ON THE STRIP MAY 2021

WHISKY MARKETING SCHOOL DECEMBER 2019 (VLOG)

NEATLY ON THE ROCKS MARCH 2019 (PODCAST)

NEXT LEVE AIR APRIL 2019 (PODCAST)

PHOENIX MAGAZINE AUGUST 2020

PHOENIX MAGAZINE DECEMBER 2020

THE ENTERTAINER MARCH 2019

FOOD & BEVERAGE MAGAZINE FEBRUARY 2021

FUPPING FEBRUARY 2019

BOURBON & BITTERS MARCH 2019



Lovin' Life After 50



thirsty.

Liquor

PHOENIX











SCOTCHDALE®

/// MEDIA HIGHLIGHTS





///EVENT & DEMO MARKETING PROGRAM

Scotchdale holds tastings events at venues like your favorite liquor stores, bars, golf clubs, hotels, cigar bars, Irish pubs, private horse stables, condo tower reveals, and more with an average of 40 and as high as 150 event guests.

Events are listed on Eventbrite, Facebook, and Scotchdale's website and are advertised on all promotional channels where interested parties are encouraged to register for the tasting event in advance.

Scotchdale cocktails and food specials are available at promotional rates during the duration of the event.

Scotchdale events have 3 primary objectives:

- Introduce the brand to new parties
- Maximize exposure for the host venue
- Sell Scotchdale stock for the host venue

EVENTS TO DATE: 75+

TOTAL REGISTRATIONS

EVENTBRITE: 1,524 FACEBOOK: 1,236



///RECIPES SIGNATURE COCKTAILS

What's would a liquor company be without deliciously exciting specialty cocktails?! Team Scotchdale has uniquely born and creatively named dozens of Signature Scotchdale Cocktails for all walks of life to enjoy whether it be at home, or sip at your favorite bar and restaurant.

THE SCOTCHDALE FRISKY WHISKY DELTA SIERRA HOP SCOTCH HER MAJESTY TRUTH SERUM SWIPE RIGHT PIMA PEACH THE HABOOB **EARTHQUAKE** MERRY BERRY SCUTTLEBUTT VENETIAN VICE HONEY BUNNY **AUTUMN TWIST** THE VORTEXIAN

THE QUARANTINE MACHINE UPWARD SPIRALING PIGTAIL DIRTY LITTLE DESERT DEVIL WHISKY TANGO FOXTROT IM KIND OF A BIG DEAL CASH MCMOGULSON THE 30K MILLIONAIRE THE DEVILS TOYBOX LIQUID LOCKDOWN TANGLED MONKEY CAMELBACK HERO SEDONA SQUEEZE UNISEX UNICORN PLAYTIME PUNCH MURDER HORNET SCOTCHX







OLD FASHIONED BLOOD & SAND ROB ROY BELMONT BREEZE MINT JULEP RUSTY NAIL WHISKY SPECIAL WHISKY SMASHand more! SCOTCHDALE®

/// MERCH STORE PRODUCTS

Whether you're a casual or super Scotchdale fan, we have your apparell & accessory needs covered! Our vast Scotchdale® online merch store is home to hundreds of branded Scotchdale products across 16 categories for your enjoyment.

- HATS
- MASKS
- APRONS
- T-SHIRTS
- JACKETS
- POSTERS
- LEGGING'S
- SWIMWEAR

- STICKERS/MAGNETS/PINS
- BACKPACKS & BAGS
- UNDER GARMENTS
- LAPTOP SLEEVES
- ZIP-UP HOODIES
- BEACH TOWELS
- HOME & LIVING
- PHONE CASES

THE MOST
LIVABLE
WHISKY

