

CAT BITE CREW

BRAND ADVOCACY

WE WORK CLOSELY & COLLABORATIVELY WITH
AMBITIOUS, LIKE-MINDED PROFESSIONALS WHO
UNDERSTAND THAT THIS IS A BUSINESS OF
PEOPLE.



OUR MISSION



CBC exclusively works with products in which we have faith, making sure our promotion is genuine and the tale of its production and producers is passionately shared.

Using our expertise of spirits & cocktails, we lead education, and proliferate the use of this select portfolio of high quality products. Market influence is measured through well-structured reporting, showing our impact through venue presence, menu placements, and trade-focused events.



WHY SEEK BRAND ADVOCACY?

- New to the market
- Seeing a decline in sales
- Competing brands are gaining traction
- Unfamiliar with the local culture
- Lacking in the local network
- Distributor is spread too thin
- Lack of on trade brand strategy

BRAND ADVOCACY



CBC
— CAT BITE CREW —

STRATEGY

BRAND
ADVOCACY

CBC is based in Singapore and has experience working across a variety of APAC markets.

With attention on the trade sector, we target top cocktail bar accounts, visiting bartenders, venue owners, and operators to establish and maintain relationships. We provide detailed reports on the following KPIs:

- bottle placements
- menu visibility
- education & training
- events & activations

A package includes the following:

- 2 KPIs / month
- detailed reporting

All initial contracts - 6 months duration.

Subject to Terms and Conditions



CBC
— CAT BITE CREW —

SPIRIT FOCUS

BRAND
ADVOCACY

CBC guarantees to focus on a single spirit per category at a time, avoiding any potential conflicts of interest.

- VODKA
- GIN
- TEQUILA
- MEZCAL
- RUM
- CACHAÇA
- PISCO
- SOJU
- BAIJIU
- AMERICAN WHISKEY
- SCOTCH
- JAPANESE WHISKY
- IRISH WHISKY
- COGNAC
- CALVADOS
- ARMAGNAC
- AMARO
- SHOCHU



CBC
— CAT BITE CREW —

CURRENT AND PAST PARTNERS

BRAND
ADVOCACY

COLD  BREW
MR·BLACK
· COFFEE LIQUOR ·

TEQUILA **Mi CAMPO**

AVIATION
: AMERICAN GIN :

AMARO
MONTENEGRO
— 1885 —



CBC
— CAT BITE CREW —

**Send us an enquiry:
meow@catbiteclub.com**



CBC
— CAT BITE CREW —