

HECATE



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Two expressions in the market:

- **HECATE COFFEE:** Sourced coffee beans from a local roaster, using their signature South American dark roast “Pica Pica” blend. We use a three extraction method with Lemon Zest and Organic Cane Sugar to meet our flavor profile. Neutral Spirit.
- **HECATE CACAO:** Certified organic, kosher, non-GMO cacao nibs from Terrasoul, sourced from Ecuador and Peru. We add sustainable Madagascar vanilla beans from LaFaza and Organic Cane Sugar. Made from new make single malt and new make bourbon.

Our Liqueurs work beautifully in cocktails or can be enjoyed neat.

BRAND STANDARDS // ON PREMISE

DISTRIBUTION PRIORITIES

PRIORITY CHANNELS

- Cocktail/Craft Forward Bar
- Fine Dining/Chef Inspired
- Luxury Lodging/Trend Hotel
- Casual Dining Restaurants
- National Accounts
- Neighborhood Bars

PERFECT BACKBAR

- 6 Brand Distribution
- Juniper Grove American Dry & Atrium, Source One Estate
- Vodka & Sherry Rested
- Vodka, Hecate Coffee & Hecate Cacao
- Menu Listing
- Cocktail on Menu

EXECUTION STANDARDS

PROMINENT BACK BAR PLACEMENT

- Right of Mr. Black & Left of Dorda Liqueur
- Utilize POS at Bar and Throughout Account



DRINK FEATURES & MENU PLACEMENTS

HECATE COFFEE

- Cocktail Suggestions - *Espresso Martini* or *White Russian*
- Menu Listing - *Hecate Coffee Espresso Martini*



HECATE CACAO

- Cocktail Suggestion - *Good Omen* or *Grasshopper*
- Menu Listing - *Hecate Cacao Good Omen*



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