



A Unique
Drinking
Experience

www.CocktailSocialClub.com

Business Plan — Cocktail Social Club (CSC)

Executive Summary

Cocktail Social Club (CSC) is a premium experiential cocktail entertainment company focused on immersive, history-driven cocktail events. CSC combines education, live cocktail demonstrations, storytelling, spirit tastings, and social interaction into themed events hosted at partner bars and alcohol establishments.

The business targets upper-middle-class consumers ages 25–65 seeking unique nightlife experiences beyond traditional bar culture. CSC positions itself as both entertainment and education, offering guests an upscale, interactive social experience centered around classic American cocktails and cocktail culture.

CSC's revenue streams include:

- Ticketed themed cocktail events
- Private events and corporate bookings
- Specialty cocktail syrups
- Branded merchandise
- Membership/subscription offerings

The long-term vision is to establish CSC as a recognizable lifestyle and hospitality brand capable of regional expansion, branded products, and recurring membership revenue.

Mission Statement

To create unforgettable cocktail experiences that blend history, education, craftsmanship, and social connection.

Vision

To become the premier traveling cocktail experience brand in Bakersfield and eventually expand into other metropolitan nightlife markets.

Core Concept

- CSC hosts immersive themed cocktail events that explore:
 - The origins of classic cocktails
 - Historical drinking culture
 - Spirit production methods
 - Bartending techniques
 - Cocktail storytelling and entertainment

Each event combines:

- Guided tastings
- Live demonstrations
- Educational presentations
- Interactive guest participation
- Curated atmosphere/music/decor



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Event Concepts

1. The Old West

Focus:

- Frontier saloons
- Early American cocktails
- Bourbon tastings
- Genever / Old Tom Gin / Gin

Featured Cocktails:

- Old Fashioned
- Brandy Daisy
- Tom Collins

2. Prohibition Era

Focus:

- Speakeasy culture
- Bootlegging history
- Gin cocktails
- Rise of American cocktail culture

Featured Cocktails:

- Last Word
- Sidecar
- Scofflaw *grenadine

3. Tiki Night

Focus:

- Tropical rum culture
- Polynesian pop history
- Exotic syrups and juices
- Decorative presentation

Featured Cocktails:

- Hurricane *fassionola
- Pearl Diver *gardenia mix
- Zombie *falernum

4. Monthly Special Event

Theme Ideas:

- New Orleans
- Movie Themed
- Espresso Cocktail Night
- Placeholder
- Placeholder
- Placeholder

*syrups available for sale at event



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Products & Services

Primary Services

Ticketed Cocktail Experiences

- 1.5 - 2 hour hosted events
- Interactive tastings
- Cocktail education
- Spirit sampling

Estimated ticket range: \$55-\$95 per guest

Private Events

CSC can provide:

- Corporate events
- Birthday parties
- Bachelor/Bachelorette parties
- Team-building events
- Luxury home events

Pricing range: \$750-\$5,000+ depending on size

Retail Products for Sale

Specialty Syrups:

- Fassionola
- Falernum
- Tiki blends
- Grenadine

Merchandise:

- Glassware
 - Cocktail kits
 - Shirts/hats
 - Coasters
 - Recipe App
-

Membership Program

CSC Social Club Membership:

- Early ticket access
- Discounted events
- Exclusive member events
- Members-only cocktails
- Merchandise discounts

Potential pricing: \$5-\$20/month



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Market Analysis

Industry Overview

Consumers increasingly prefer

- Experiences over products
- Interactive nightlife
- Educational entertainment
- Premium craft cocktails
- Boutique social events

The craft cocktail market and experiential entertainment industries continue to grow, especially in urban and affluent suburban areas.

CSC benefits from several trends

- Cocktail culture popularity
- Social media-driven experiences
- Premiumization of nightlife
- Interest in history and craftsmanship

Target Market

Age

- 25–65

Income

- Upper-middle-class with disposable income

Psychographics

- Food and beverage enthusiasts
- Adventure seekers
- Socially active professionals
- Experience-focused consumers
- Hospitality and nightlife consumers

Competitive Advantage

CSC differentiates itself through:

- **Education + Entertainment.** Most bars serve cocktails. CSC creates an immersive experience.
- **Themed Historical Storytelling.** The educational aspect adds value and memorability.
- **Mobility.** No need for expensive permanent real estate initially.
- **Multiple Revenue Streams.** Events, merchandise, memberships, and private bookings diversify income.



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Marketing Strategy

Brand Positioning

“Unique cocktail storytelling experiences.”

“A Unique cocktail experience.”

Marketing Channels

Primary platforms:

- Instagram
- TikTok
- Facebook
- YouTube

Content ideas:

- Cocktail history clips
- Drink tutorials
- Behind-the-scenes prep
- Spirit education
- Event footage

Strategic Partnerships

Collaborate with:

- Distilleries
- Bars
- Food influencers
- Local hospitality businesses

Referral Program

Offer:

- Bring-a-friend discounts
- Member referral rewards
- Patreon support