

PERSPECTION SPIRITS™

BAR TRAINING QUICK GUIDE

Pause. See. Connect.

Unexpected flavors. Meaningful conversations.
Easy, distinctive pours for modern bar programs.

How to Describe the Brand

Perspection Spirits is built around flavor, perspective, and connection. The collection invites guests to see spirits differently through unexpected flavor combinations and thoughtful experiences.

Products at a Glance



Strawberry Coconut Vodka

- Bright strawberry
- Smooth coconut
- Approachable and fun
- Great in spritzes and mules



Apple Crisp Gin

- Crisp apple
- Soft juniper
- Fresh and botanical
- Great in G&Ts and Collins

Easy Signature Serves

- **Strawberry Coconut Highball:** 1.5 oz vodka + soda + lemon
- **Apple Crisp Tonic:** 1.5 oz gin + tonic + apple slice

Standard Pour Yield

- 25 x 1 oz pours
- 16 x 1.5 oz pours
- 12 x 2 oz pours

Cost Per Pour

Estimated cost per pour = bottle cost ÷ pour count
Average bar standard: 1.5 oz pour = about 16 pours per 750 mL bottle.

Simple Guest Sell Lines

- If you like bright, tropical flavors, try the Strawberry Coconut Vodka.
- If you like something crisp and fresh, try the Apple Crisp Gin.

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