

PERSPECTION

CURIOUS SPIRITS BRIGHTER CONVERSATIONS MEMORABLE MOMENTS

STAFF TRAINING GUIDE

SEE SPIRITS DIFFERENTLY.

1 BRAND STORY

Oklahoma-founded. New York-made.

Perspection is built around curiosity, conversation, and memorable shared moments.



2 KNOW THE SPIRITS

STRAWBERRY COCONUT VODKA

A bright strawberry aroma, creamy coconut on the palate, smooth finish.

APPLE CRISP GIN

Fresh apple on the nose, botanical juniper character, smooth, lightly spiced finish.

3 HOW TO RECOMMEND

For vodka drinkers:
Recommend **Clarity in Paradise** and **Perspection Mule.**



CLARITY IN PARADISE — PERSPECTION MULE

For gin drinkers:
Recommend **A Crisp Perspection** and **The FoxSwan.**



A CRISP PERSPECTION — THE FOXSWAN

For inclusive groups:
Recommend the zero-proof serve **A Different Light** from the Essence of Perspection collection.



A DIFFERENT LIGHT (Zero-Proof)

4 SELLING POINTS

- Distinctive label artwork and memorable bottle design.
- Two standout flavors that spark conversation.
- Works for cocktails, tastings, gifting, and premium menus.

5 TRADE SUPPORT

- Tastings available with purchase of 2 cases, subject to market rules and availability.
- Shelf talkers for register sales.
- Staff training.
- Menu and cocktail support.

6 CONTACT

sales@perspectionspirits.com

perspectionspirits.com/for-trade

Great Spirits Bring People Together.

DISTRIBUTOR INFORMATION

Florida
Community Craft Spirits & Wine
7429 Riviera Blvd, Unit 12
Miramar, FL 33023

New York
Vertex Imports
11 Farber Drive
Bellport, NY 11713
(631) 803-0339

Oklahoma *(Coming Soon)*
RBG Spirits and Wine of Oklahoma
605 N Tulsa Rd
Oklahoma City, OK 73107
(405) 947-8050

A TASTE THAT SHIFTS PERSPECTIVE