PERSPECTION | RETAIL STAFF QUICK GUIDE

How to turn curiosity into a confident recommendation. Keep this guide at the register or near the product shelf.

THE 15-SECOND VODKA INTRODUCTION

“Looking for a vodka with a different flavor profile? Perspection Strawberry Coconut Vodka brings natural strawberry and coconut flavors together for bright fruit up front and a smooth, creamy coconut finish. Enjoy over ice or in a cocktail.”

THE 15-SECOND GIN INTRODUCTION

“Want to try something beyond a classic gin? Perspection Apple Crisp Gin is a New Western-style gin with natural apple flavor, gentle spice and botanical character. It’s approachable for gin-curious shoppers and works beautifully with tonic or in cocktails.”

THREE CUSTOMER QUESTIONS

1. “Do you lean toward bright, fruit-forward flavors or apple and botanicals?”
2. “Will you be enjoying it over ice or making cocktails?”
3. “Interested in discovering the story and artwork behind the bottle?”

THE MOMENT AFTER THE PURCHASE

Invite customers to explore the FoxSwan hidden in the label, try the free 52-question Connection Game, or Frame the Moment. These experiences do not require consuming alcohol. **Pause. See. Connect.**

Find all three experiences: perspectionspirits.com/experiences

QUICK PRODUCT FACTS

Both expressions: 750 mL, 30% ABV, 60 proof. Crafted in New York. The Strawberry Coconut Vodka is fruit-forward and smooth; the Apple Crisp Gin combines apple, gentle spice and botanicals. Made with natural flavors. Always verify shelf pricing with your store.

PROMPTS THAT HELP, WITHOUT PRESSURE

“Which flavor sounds more like you?” “Would you like a recipe idea?” “Have you noticed the hidden artwork on the bottle?”

21+ only. Enjoy responsibly. Do not suggest drinking games or pressure customers to consume more alcohol. All display and giveaway practices remain subject to retailer policies and state rules.