



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS
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PAUL R. LEPAGE
GOVERNOR

RICHARD W. ROSEN
ACTING COMMISSIONER

GREGORY R. MINEO
DIRECTOR

To: All Agency Liquor Stores
From: Tim Poulin, Deputy Director
RE: Maine Spirits Update
Date: November 26, 2014

Trade Marketing of Spirits in Maine

In October, we finalized the contract with Pine State Trading Co. to provide trade marketing services for Maine’s spirits business. This completes months of work by our office to establish a new “route to market” plan for the Maine spirits business.

We are pleased to have Pine State Spirits as our partner in the important work of helping us, BABLO and you, our essential business partner, in these important areas:

- On-going business intelligence;
- Category management;
- Managing visibility of our spirits business to consumers;
- Enhancing the likelihood that consumers consider a purchase; and
- Social responsibility initiatives.

These areas are crucial for the long term success of Maine’s spirits business. We have much to do, but we are excited to start working with you to accomplish these goals.

Our first initiative is to create a new modern brand for our business. After working with Pine State Spirits’ ad agency, we have decided to call our brand “Maine Spirits”. We will provide more information to you on our branding work in the next months. Below is some information about our thinking:

Maine Spirits Statewide Campaign Strategy

Maine Spirits is a brand strategy to communicate competitive spirits pricing for Maine citizens and businesses. The new pricing initiative saves consumers money and empowers them to support hundreds of local businesses throughout Maine.

Maine Spirits Messaging to Consumers:

- **Buy Locally. Save Locally.** When you shop at nearly 500 Maine Spirits agency stores statewide, you’ll find more lower prices and special values that add up to real savings on your favorite brands. Every time you purchase spirits locally, you support businesses both small and large across our state.
- **Creative Marketing.** Maine Spirits will offer great recipes and ideas for entertaining throughout the year. You’ll find new ways to use your favorite spirits during holidays and for

special occasions. Plus, we'll introduce you to new spirits and brands that offer a wide variety of flavors and cocktail ideas.

- **Responsibility Initiative.** Enjoying spirits also means drinking responsibly. We encourage Mainers of legal drinking age to drink responsibly and to help keep our families and friends safe. That means no underage consumption and no drinking and driving.

Starting in December, we will launch a focused media campaign to include print, radio and digital marketing, including social media. In addition, we will launch a new consumer website to encourage Maine Spirits sales and provide more information to our consumers on our brand and the products that we sell. The new website will be www.MaineSpirits.com. This will be another tool to reach our consumers and to meet the goals of managing visibility of our spirits business to consumers and enhancing the likelihood that consumers consider a purchase at a Maine Spirits agency store.

Maine Spirits Sales Team at Pine State Spirits

The objective of the Maine Spirits Team is to promote the Maine Spirits category and to help you grow the category for the profitability for all of us as well as to help you meet the Volume Recovery Growth Objective that we established for you. The Maine Spirits Team will be able to provide you with sales history, consumer trends analysis, and advise on optimal category assortment and more information on this growth objective if you are not aware of it.

The sales focus will be on Spirits products selected for promotion by us and/or those determined by data analysis to be voids in sets at your stores. The official start date in the market is December 1st.

Introducing the team:

Don Potter – Maine Spirits Sales Manager
Michael Blanchette – Northern Maine
Steve Knox – Central Maine
Jeff Lachance – Southern Maine
Rob Brown – Chain Agency Stores

Again, we are excited about the upcoming changes and we have the right team in place to provide you with the support that you need to grow our business in a responsible manner. If you have any questions about anything in this memo or want to discuss a particular issue, please contact me at (207) 287-6750 or by email at Tim.Poulin@Maine.gov.

The logo for Maine Spirits is displayed on a white, curved banner with a slight shadow. The word "MAINE" is in a bold, black, sans-serif font with a red outline. A yellow five-pointed star is positioned between "MAINE" and "SPIRITS". The word "SPIRITS" is also in a bold, black, sans-serif font with a red outline.

MAINE ★ SPIRITS