



SEIR  HILL



*A Spirits Revolution*

# BRAND STORY



2022  
Company



# DRINKING IS SOCIAL

Some people choose not to drink because of a struggle with alcoholism. Others are simply after a more healthy lifestyle. Others may still drink alcohol, but for various reason need to cut back, or be selective with the time and place they drink. No matter the reason for being sober, it's difficult given the social drinking culture.

**Our customer wants to enjoy fine cocktails and the social experience without getting hammered.**



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## SO WHAT'S STOPPING THEM?

### What Is Our Opposition?

The Drinking and Alcohol Culture. It's not just accepted but expected that everyone is drinking.

### The Main Problem They Face

There's a ton of fun drinks and cocktails with interesting looks and flavors, but they're all alcoholic.

### How Does That Make Them Feel?

They feel left out, maybe even ashamed. If they give in and partake, they feel guilty.

### We're Facing an Injustice!

A person shouldn't have to feel left out of the craft cocktail world and the socializing that comes with it just because they choose to be sober.



# WE'VE BEEN THERE.

Our Founder, Brian Miller, puts it this way:

"It all started when I gave up alcohol as part of a healthier lifestyle. After I gave up the booze, I discovered that I had not lost my desire for fine spirits in classic, delicious cocktails — and I was not alone. I tried other non-alcoholic spirits, but none of them hit the mark. Not one of them made a credible version of my favorite cocktail, a classic Old Fashioned. I was disappointed, and ready to do something about it. My mission would be to revolutionize non-alcoholic spirits to create truly delicious tasting, mainstay cocktails for America to enjoy."





# JOINING THE REVOLUTION IS EASY

## 1. Place an Order

Seir Hill is available on our website (seirhill.com), and at several bars and shops in the NY/CT area.

[Visit SeirHill.com](https://seirhill.com)

## 2. Try Some Recipes

What's your favorite cocktail? Check our website for a mocktail version, or find a completely new flavor.

[Check Out Our Recipes Page](#)

## 3. Enjoy a Delicious Drink Without Guilt or Shame

No more pretending that a glass of water with a lemon slice is fancy - find flavors you enjoy and enjoy them freely.





# WE'VE DODGED A BULLET



## **This Story Could Have Ended Badly**

Our customer might have ended up hungover and feeling awful. Maybe had an awkward conversation with an AA sponsor, or even worse ended up driving after making a poor decision.



# OUR CUSTOMER FOUND SUCCESS



## **A successful resolution**

Our customer got to enjoy both the taste and the social freedom of partaking in social drinking without the alcohol. Seir Hill was able to guide them to place where they could overcome the obstacles that were stopping them from getting what they wanted -- a cocktail experience without the booze.