



Public Relations/Communications – New Opening/Launch

LAUNCHING THE CARIBBEAN'S FIRST LITERARY-INSPIRED BAR



BY THE SEA

BACKGROUND

Cocktails and Grand Cayman go together like sun and sand. To further that association, Kimpton Seafire Resort + Spa, introduced a unique upscale bar concept to the island with the opening of Library by the Sea (LBTS) in December 2022. The resort's extraordinary new cocktail lounge is the first of its kind on Grand Cayman, offering guests an immersive experience via award-winning cocktails inspired by literary works and authors in a stylish and design-forward space.

Diligently crafted by a world-renowned team of bar industry veterans from award-winning venues, LBTS quickly became a strong contender to be recognized as one of the best new bars in the world.





As the resort's agency of record since its grand opening in 2016, TURNER was in charge of executing a large-scale PR launch campaign, as well as an ongoing promotional strategy post-opening. **Our overarching objectives included**:

- Introduce LBTS as the Caribbean's premier cocktail bar, as well as establish its notoriety on a global scale to drive bookings from a new audience of beverage-obsessed travelers to the resort.
- Build awareness for the opening by engaging the resort's core consumer audiences and new beverage-focused segment with frequent, consistent messaging in the outlets they read and via curated in-market activations.

GOALS:

- 1. Target top-tier writers to bolster preopening excitement via a curated media mailer offering a sneak preview of LBTS's offerings. Convert 50% of engagements to editorial coverage or media visits.
- 2. Secure 10 feature placements in publications on Kimpton Seafire's target media list that highlight LBTS with a combined readership of 3,000,000.
- 3. Execute one LBTS grand-opening press trip hosting 2-3 writers to experience the bar.
- 4. Execute one media activation in NYC to introduce LBTS to top-tier editors and consumers.
- 5. Secure one bar-focused award recognition in a top industry publication.

RESULT #1

Sent out pre-opening media mailers inclusive of a deconstructed kit to create LBTS's signature cocktail, "From Cayman With Love," and a branded postcard to **nine writers**. This initiative resulted in two media visits and three feature stories, yielding a **56% conversion**.

Journalist	Outlet
Jeremy Repanich	Robb Report
Caroline Hatchett	Plate
Kara Newman	Liquor.com
Aaron Goldfarb	New York Times
Austa Somvichian-Clausen	Men's Journal
Ray Isle	Food & Wine
Tim McKirdy	VinePair
Jared Paul Stern	Maxim
Caroline Eubanks	The Washington Post



Dear Ray,

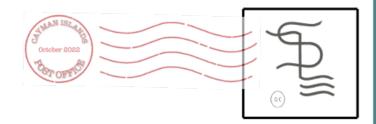
Sending you warm regards from the Cayman Islands, where nestled in the sun of Seven Mile Beach lies Kimpton Seafire Resort + Spa, and therein the Library by the Sea.

This libatious Library-meets-conceptual-cocktail-bar has vintage spirits alongside a lab-grade prep program, with drinks inspired by works of prose, poetry, art and short stories – I've enclosed one such creation (From Cayman With Love) so you can experience a slice of the Caymanian bookish beach life for yourself.

This cocktail is best served chilled, so we recommend you place the glass bottle in your **refrigerator** until chilled. Then simply pour the liquid from the bottle into the ceramic vessel, drop in the "pearl" onion and enjoy!

Wish you were here...

- Jim Wrigley, Andrew Copsey & the Library by the Sea



Ray Isle

225 Liberty Street

10281

New York, NY

United States of America

RESULTS (CONT.)

RESULT #2

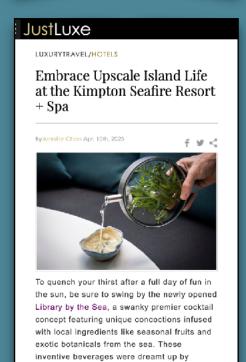
Secured **14 feature placements** of LBTS publications on Kimpton Seafire's target media list, with a combined reach of **484,239,405**. Coverage highlights included placements on Liquor.com, Forbes, Robb Report, Tasting Table, and Maxim.





Asked to imagine a library bar, most of us will conjure a room with dark paneled walls, slightly worn wingback chairs, and snifters filled with expensive cognac; basically some version of a 19th-century British men's club — and definitely the opposite of Library by the Sea. The new literature-themed bar located at Kimpton Seafire Resort + Spa takes the image of a stodgy library bar and turns it on its head. The result is a carefully curated experience designed to appeal to serious bibliophiles. And despite its tropical setting, the Library by the Sea vibe is much more than beach-barmeets-books.

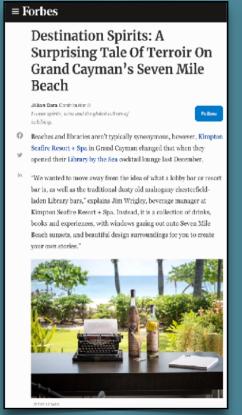




Kimpton Seafire's Beverage Manager Jim

thoughtful touch that makes this property so

Wrigley and are inspired by works of literature, music, art, and film — just another





Outlet	Article
Trazee Travel	KIMPTON SEAFIRE RESORT + SPA LAUNCHES NEW COCKTAIL LIBRARY BAR
Liqour.com	3 Drinks That Show Library by the Sea's New Standard for Cayman Cocktails
Tasting Table	The Elaborate Literature-Themed Bar Located In The Cayman Islands
MSN	The Elaborate Literature-Themed Bar Located In The Cayman Islands
MAXIM	This Cayman Islands Luxury Resort Launched The Caribbean's Coolest New Cocktail Bar
JustLuxe	Embrace Upscale Island Life at the Kimpton Seafire Resort + Spa
Forbes	Destination Spirits: A Surprising Tale Of Terroir On Grand Cayman's Seven Mile Beach
Robb Report (Online)	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Movies Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Singapore	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Yahoo! Lifestyle Canada	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
MSN	Meet the Bars Mixing Up Cocktails With a Scant Supply of Vintage Spirits
Robb Report (Print)	It's a Fine Martini, but Do You Have Anything Older?

RESULT #3

Timed to the grand opening of LBTS, we hosted **three journalists** to experience the brand-new bar. Media
attendees included Jared Paul Stern (Maxim), Alana Tielman
(Chilled Magazine), and Kara Newman (Liquor.com).









RESULT #4

In partnership with two prominent NYC bars, Milady's and Mister Paradise, we successfully executed **two LBTS pop-up events** in each venue. Allowing, Kimpton Seafire's Beverage Manager, Jim Wrigley to showcase LBTS's offerings to a select group of elite NYC-based media.









RESULTS (CONT.)

RESULT #5

LBTS was named Best New International Cocktail Bar by Tales of The Cocktail's 2023 Spirited Awards.





Tales of the Cocktail Foundation Announces the Regional Top 10 Honorees for the 2023 Spirited Awards®

The 17th annual Spirited Awards celebrates global excellence in the drinks industry and recognizes professionals, organizations, and establishments shaping the cocktail community

NEW ORLEANS, LA (April 24, 2023) — <u>Tales of the Cocktail Foundation</u> (TOTCF) is pleased to announce the regional top 10 honorees for the <u>17th annual Spirited Awards®</u>. Founded in 2007 to celebrate excellence in the global cocktail community, the Spirited Awards® have become one of the most internationally recognized accolades honoring beverage professionals, products, establishments, luminaries, and media across every facet of the drinks industry on a global scale. In partnership with Forbes, the Spirited Awards® official media partner, TOTCF will honor recipients during the Tales of the Cocktail® (TOTC) conference, which is taking place in New Orleans from July 23-28, 2023.

2023 Spirited Awards® Regional Top 10 Honorees (in alphabetical order):

INTERNATIONAL ESTABLISHMENTS

*Due to ties, some categories have more than 10 honorees.

Best New International Cocktail Bar - Latin America & Caribbean (LATAM&C)

- CATA Agave Bar Tamarindo, Costa Rica
- Comeré Oaxaca, Mexico
- Door No.4 Georgetown, Cayman Islands
- Jardín Tragos y Pasteles Bogotá, Colombia
- Juliana Guayaquil, Ecuador
- Library by the Sea at The Kimpton Seafire Resort Seven Mile Beach, Cayman Islands
- Mamba Negra Medellín, Colombia
- Mulberry Project at Tribu Hostel Holbox, Mexico
- Rayo Cocktail Bar Mexico City, Mexico
- Sastreria Martinez Lima, Peru

Singapore x Tales Residency

The New Orleans Spirits Competition "Spirits of the Year" Winners Announced

Tales Of The Cocktail Foundation Announces 2023 Spirited Awards® Winners

Watch Live: Tales of the Cocktail 17th Annual Spirited Awards®