



**SELLING CAPS INTO THE  
BEVERAGE INDUSTRY**

A COMPREHENSIVE  
WHITE PAPER



**T**he specialty beverage industry is a multi-billion dollar business. Offering everything from bottled water to meal replacements, the promotional sales opportunities are seemingly endless.

Distributors use promotional products to encourage sales of their products in stores. Small coffee shops use them to instill pride in the community and inspire people to shop locally.

The purpose of this document is to provide you with extended knowledge of the specialty beverage industry as it relates to promotional products, as well as offer tips to help expand your cap sales into the market.

In this guide, we will look at different shops, distributors, and experiences that focus on drinks, so that you will have a better understanding of how to target each.

You will learn how to reach out to common decision makers in various supply chains. You will also learn how to optimize sales among differing promotional product usage behaviors.



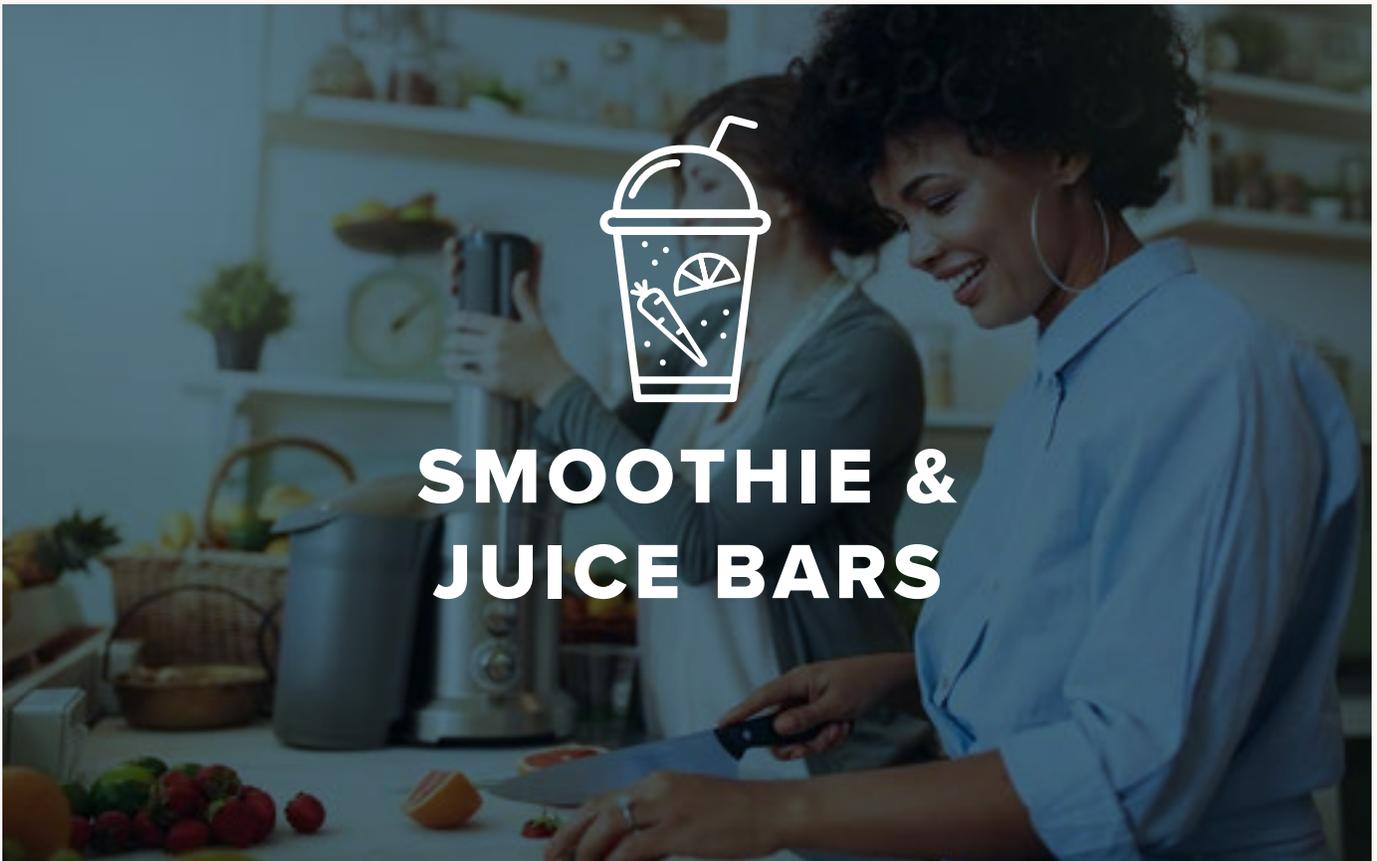
**T**ea is the world's second most consumed drink behind water. Studies show that over 80% of the adults consume coffee at least on an occasional basis. The morning pick-me-up habit is rooted in American culture. For many, it's a necessary daily ritual.

Starbucks has made a fortune by capitalizing on our excessive need to caffeinate. And while I'm sure there are promotional opportunities there as well, we're going to focus on smaller scale, local tea rooms and coffee shops.

Take a drive around your town and any nearby cities. How many local coffee shops or specialty tea rooms do you pass? A quick Google search found 10 within a 5-mile radius of me; I can bet your area isn't much different.

These small shops are always looking for ways to encourage people to ditch the name brand and drink locally. Promotional hats are the perfect way to do this as each hat gets over 3,100 impressions throughout its lifespan.

Additionally, caps can act as part of the barista uniform in the store. Shops can sell their logoed hats, or give them away as a part of a customer promotion or at local community events to help advertise their business.



**T**hese businesses act similarly to tea rooms and coffee shops, except they're promoting healthy lifestyles and wellness rather than caffeine addiction. They offer things like meal-replacement shakes, juice cleanses, and a low-calorie or low-carb menu.

They too are looking to promote their business to locals and outfit their employees.

Often times, these companies will be located near or even inside of a fitness center, so patrons can grab a quick protein bar or a smoothie before or after their workout.

Here's the good news, if the juice bar you're targeting is partnered with a gym, that gives you an in to sell to both companies.



**T**hese companies focus a big portion of their marketing efforts on high-energy, living-on-the-edge events and lifestyles. If you think about Redbull or Monster, what's the first thing that comes to mind? For me, it's extreme sports.

They do a lot of publicity surrounding an intense moment in time, like the stratosphere free fall stunt or the X Games.

They sponsor athletes or extremists, and they have a large presence at things like sporting events or concerts. They will either give their promotional products away or sell them as merch. Either way, they need to get high-quality gear at a wholesale price.

Flat visor hats and heathered fabrics are very popular among extreme sports athletes and fans: BMX, skateboarding, surfing, etc. However, Dad Hats are making a quick comeback in all markets. So, be sure to offer a wide variety of on-trend cap styles when meeting with these clients.

On a smaller scale, you can work with distributors who need promotional caps to help get their products on the shelves of grocery stores, pharmacies, gas stations, liquor stores, bars, nightclubs, venues, etc.



**T**he craft beer industry grew 18% in 2014, outperforming overall beer sales. Breweries take raw ingredients necessary to craft their unique artisan beers and turn them into a consumable product.

Breweries pride themselves on their product, ingredients, location, and of course, their fans. Craft beer connoisseurs are proud to affiliate themselves with their favorite microbreweries.

The best way to instill pride in a brand is with promotional products. Beer aficionados will experience a sense of ownership and belonging when they wear a cap branded with their favorite brewery, just as they do when they wear a cap with their favorite team's logo.



**L**ike microbreweries, distilleries turn raw ingredients into aged, fermented liquors and spirits. There are both large, name-brand alcohols and small-scale distilleries.

Many offer daily walk-throughs of their facilities as a tourist attraction.

My parents became Maker's Mark Ambassadors; they even have their name on a barrel of bourbon in Loretto, Kentucky.

A lot of liquor companies offer programs like this. They'll periodically send things like promotional products and Christmas cards to their Ambassadors. Why not hats?

Schedule a meeting with any distilleries in your territory, large or small, to see what promotional product needs they have, and discuss how caps can fill in the gaps.



**W**ineries are a big tourist attraction. They offer vineyard tours, tastings, pairing classes, grape stomps, some even have room and board on site. Travel makes up a significant portion of their revenue, and rarely do visitors leave without purchasing a case or two, at least in my experience.

Not only are they using promotional products to sell their wines, they're also using them to attract visitors and entice them to come back year after year.

By selling or giving away caps with the winery's logo to tourists, they can create a memento or keepsake that visitors will take home with them to be reminded of the great time they had, thus inspiring them to return.

By positioning caps as a nostalgia item that will increase exposure and brand reputation, you can increase your promotional sales to wineries all over the country.



**D**istributors are always looking for ways to push their products, just like you are. Alcohol distributors, like energy drink distributors, are trying to get their beverages into grocery stores, pharmacies, gas stations, liquor stores, bars, nightclubs, venues, etc.

They will use hats branded with their drink's logo to help entice business owners to place that first order of their product and see how well it sells, or to give their products prime shelf real estate.



**B**ars and nightclubs are always looking for ways to drive business and increase their customer base. They do this by offering live music, trivia nights, DJs, holiday events, drink specials, etc.

Promotional hats are just one more piece of the pie, and it's your job to provide the ROI defense to prove it's worth their time and money.

Hats are one of the most inexpensive yet coveted promotional items. They don't get thrown in a drawer like pens or pushed to the back of a kitchen cabinet like mugs. They're worn in plain sight right on top of their customers' heads.

The next time a group is trying to decide where they should spend their Friday night, they'll go where they were treated well previously.

If they were given a gift they're even more likely to return—83% more likely according to a recent study by PPAI. And half of those surveyed (50% of men and 46% of women) prefer something they can wear over anything else.



**M**ost consumers select a liquor store based on convenience, right? They stop by on their way home from work on Friday evening, or on the way to a friend's barbecue Saturday afternoon.

Or, in some cases, people shop out of safety. Is it located in a good part of town? Is it dark outside?

What if we could change the way customers shop for alcohol? What if liquor stores could establish the same friendly ambiance sports bars and grills enjoy all over the country?

Would a shopper select a liquor store because last time she went she got a free hat after upgrading to the party size bottle?

If you told the cashier you were headed to a baseball game and he said, "Oh here, take a couple of our caps; it's bright out there today," would that encourage you to return next weekend?

I think promotional hats can do all of those things.

Promotional products are the most powerful medium to advertise businesses. People love gifts and they enjoy getting things for free. In a survey conducted by PPAI, 80% of people polled reported their impression of the company was positively affected after receiving a promotional product.

**A**t Outdoor Cap, we want to help you win the sale. When you succeed, we succeed. That is why we are offering these selling kits to you absolutely free. It is important to us that your customers realize and take advantage of the value promotional headwear can bring them.

The beverage industry is a multi-billion-dollar enterprise. With our high-quality headwear samples, the tips provided in this document, and your sales expertise, you should have no problem securing your piece of the market share.

For more information on increasing your promotional hat sales, visit our blog ([blog.outdoorcap.com](http://blog.outdoorcap.com)), and subscribe to our email updates. We offer free selling kits periodically; you will be first to know when new kits are made available.

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