





OUR PROMISE

VISION STATEMENT

To be a premier brand passionately known for its quality, service, and promoting premium crafted spirits to the world with our identity and values.

MISSION STATEMENT

To form partnerships with key influencers to elevate the Brand Ethos of Southern Edge & increase sales of Southern Edge Spirit brands in over 40+ US states.

HONESTY & INTEGRITY

As an extension of Southern Edge Beverage Company, our brand influencers and ambassadors are held at a high regard for emboding honesty & integrity on and off line.



Bestseller SIGNATURE SET

We have two freatured products in our current collection. We provide ambassdors with samples to create content on behalf of Southern Edge.

- Photos- High Resolution 300dpi +
- Product Label Visibility: 100%
- Lifestyle shots & Product reviews
- Boomerangs: Permitted with music
- Video Content: Must be sent to
 @southernedgebeverages inbox BEFORE posting. (24-48 hr review period)
- Sponsored Influencers-invite only

Our Collection EXPERIENCE

As a Southern Edge Brand Ambassdor or Influencer we ask that you familarize yourself with our collection.

Prepare to share the following:

Taste Body Aroma Overall Experience











Influencey ove TESTIMONIAL

Photo Content

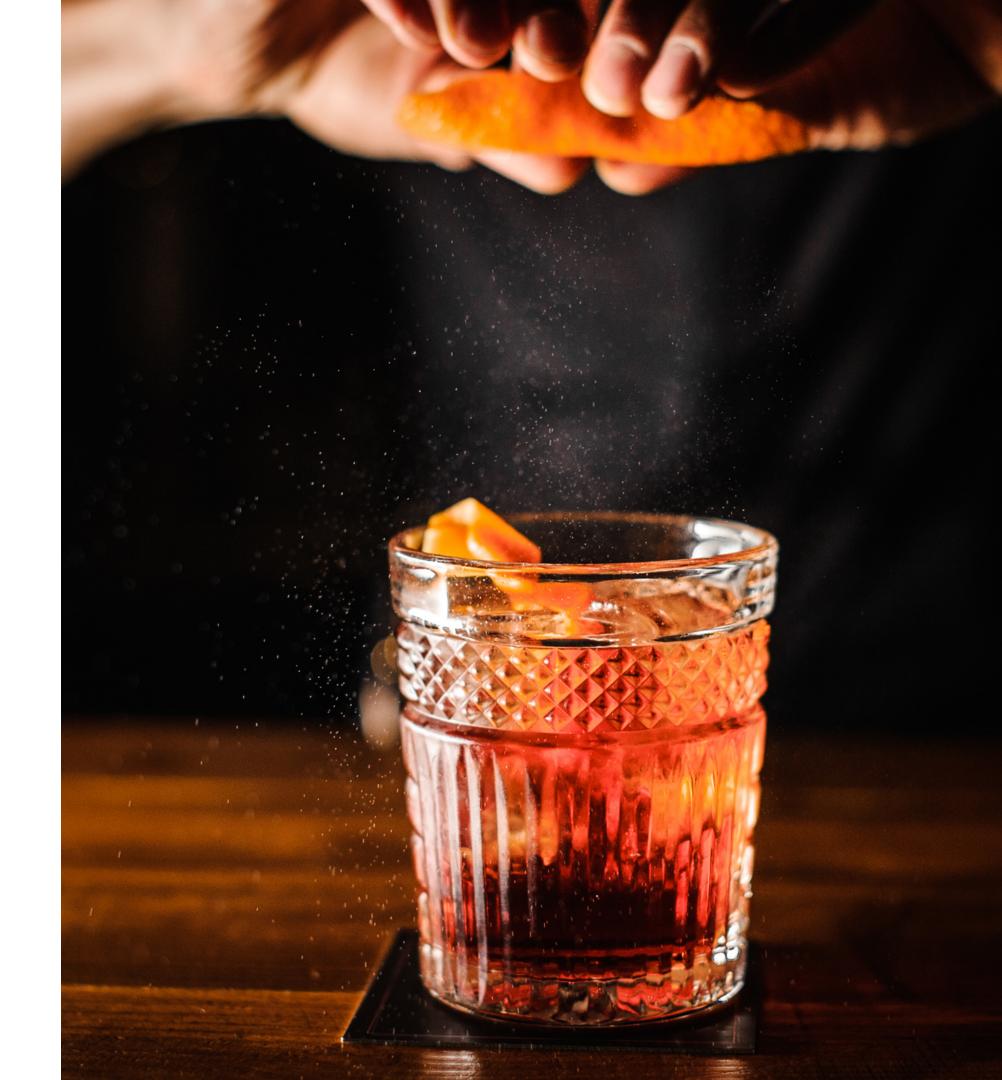
High-quality imagery
Description/Caption 2-3 sentence max.
Utilize Industry Hashtags
(I.E. #Cocktails #Bourbon #Whiskey....etc.)

Video Content

Under 1 Minute in length
Well lit setting (Ring lighting preferred)
Clear speech, Quiet setting
Instrumental music preferred

Brand Ethos: Current consumers 30-55+

Vibe: Relaxed, Mature, Cultured



Ambassagon SUBNISSIONS

- 1. Submit Profile Description (Ex. Below)
- 2. Submit Portfolio (Imagery, Videos, Collabs)

Lily Duncan

- 29, female finance professional with an interest in plant-based food
- Posts high quality images 2-3 times a week
- 10K + Instagram followers
- Has self taught styling skills and enjoys a glass of prosecco
- Regularly engages with her audience and has done collaborations with brands in the past
- Social Handles: @lilyduncan





Goal: Drive consumers to experience our web presence & convert to sales.

Instagram & Facebook Tags: @southernedgebeverages

Shop: Southernedgespirits.com



















