



# SOUTHERN EDGE

*Ambassador*

Our Brand Your Influence 1.0



# WELCOME

Every recipe we've made, every single one--was built on the same belief. That a high-quality libation drink should be more than just a sip. That above all every customer deserves to "Take the Edge Off" with a heightened experience filled with culture and blended with Legacy & Roots. We welcome you to the mix.

*-SE Marketing Team*



*The introduction*

## OUR BRAND

Stories and recipes adopted from generation to generation sprouted the inspiration of Southern Edge Beverage Company.

Uniquely known for its southern hospitality, immersed in rich customs and diverse cultures the southern experience is distilled in Legacy & Roots.

*brand goals*  
**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 embodying honesty & integrity on and off line.



# *Bestseller* SIGNATURE SET

We have two featured products in our current collection. We provide ambassadors 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 familiarize yourself with our collection.

Prepare to share the following:

Taste  
Body  
Aroma  
Overall Experience





*Lifestyle*  
**AMBASSADORS**  
— MEN & WOMEN —

# *Influencer Love* 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





# Ambassador

## SUBMISSIONS

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



# *Libations* OUR GOAL

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

Instagram & Facebook Tags: @southernedgebeverages

Shop: [Southernedgespirits.com](http://Southernedgespirits.com)





**JOIN NOW**  
*experience the edge*

Upload Profile & Portfolio  
[Southernedgespirits.com/Ambassador](https://southernedgespirits.com/Ambassador)  
Questions | [Contact@southernedgespirits.com](mailto:Contact@southernedgespirits.com)  
\*We will contact you upon your submission\*