

# ON-PREMISE RECAP

Brand/Program \_\_\_\_\_

Event Date: \_\_\_\_\_

Location(s): \_\_\_\_\_

Time(s): \_\_\_\_\_

How many consumers attended the event? \_\_\_\_\_

How many consumer interactions occurred? \_\_\_\_\_

What was the Sampling Method? \_\_\_\_\_

\_\_ Complimentary Drink      \_\_ Samples  
\_\_ Discounted Drink      \_\_ Other

Number of consumers sampled? \_\_\_\_\_

Regular price of featured cocktail: \$ \_\_\_\_\_

Special cocktail price: \$ \_\_\_\_\_

Cost of samples: \$ \_\_\_\_\_

Gratuity (20%): \$ \_\_\_\_\_

Total bar spend: \$ \_\_\_\_\_

Total bottles used during event: \_\_\_\_\_

Most requested cocktail during promotion: \_\_\_\_\_

Consumer Comments:

Account Staff/Manager Comments:

Spokesmodel Comments:

(Would you recommend conducting more events at this account? Why or why not?)

Spokesmodel (1) Name: \_\_\_\_\_

Spokesmodel (2) Name: \_\_\_\_\_