

# Questions Brand Battle Contenders Should be Prepared to Answer

Are you interested in entering the Brand Battle Tournament but not sure what you should be prepared to answer? Here are some questions that all entrants should be ready to answer either in their pitch, on their video or during the Q&A time with judges. Please note these are just some suggested questions that may be asked.

## YOUR STORY

- What makes your product special and stand out from the rest?
- What is the STORY of your product/brand and is it authentic?
- Why do you believe you have a GREAT product?
- How will your background/experience create success in this industry/with this brand?

## SPECS & DIFFERENTIATORS

- How does your product compare to competitors in the marketplace?
- What is your price point, why did you select this price, and what is the competition?
- What is the proof?
- How many servings per bottle/container? (most applicable to RTDs)
- What is the calorie count per serving? Sugar content? How does that compare to competitive products?
- Does your product have any special dietary designations? i.e. Gluten-Free, Sugar-Free, Kosher, etc.
- What sizes are you currently offering?

## YOUR CUSTOMERS

- What is your target demographic?
- How are you going to get customers to buy your product once it gets a placement?
- What is your digital/social strategy for customer acquisition?
- How can consumers at home apply your products into the cocktails they are making?
- What would you tell a consumer the top three qualities of your brand are?

## MARKET STRATEGIES

- What point-of-sale material will support your brand?
- Will you have a budget for in-store tastings/on-premise promotions?
- Which states (if any) are you currently distributed in?
- How many states are you trying to launch at once?
- What is your regional strategy? Will your product be relevant beyond your regional footprint?
- What is your long term distribution footprint plan? 2 years from now? 5 years from now?
- Will you put boots on the ground in the regions you launch distribution in (sales team)?
- How can mixologists apply your products in the on-premise?