

# Our cross- country cocktail success story

**CASE STUDY: TOURING WILLIAM GRANT & SONS WITH MOMENTUM**

*Event Production & Touring*

---



WILLIAM GRANT  
& SONS

+

**ICEBOX**  
BE SERVED. BE SERVED WELL.



## THE CHALLENGE

Momentum Worldwide had a job to do. Develop a taste-driven experience that creates a lasting impression. The goal was to present the many labels of William Grant & Sons in a way no one's seen before, proving the best spirits make the best cocktails. And make sure it sticks with people long after, all the way to the bar back home.

They needed the works—curated cocktails by the thousands, serving 45 cities, from Seattle to Miami.



An on-the-road experience to last an entire year and go off without a hitch.



# THE SOLUTION

For 12 months we were on the road. We produced over 100,000 specialty cocktails across multiple brands, day and night. It took 40,000 pounds of craft ice, 25,000 pieces of specialty glassware and more perfectly prepped garnishes than we can possibly count. Our team went to town planning, crafting, pouring, touring like mad. For us, nothing new and what we live to do.

Our mission was to give people a new perspective on the countless William Grant & Sons labels. Our program produced the most amazing cocktails, mixed with Glenfiddich Scotch, Monkey Shoulder Whisky, Hendrick's Gin, Flor de Cana Rum, Milagro Tequila, Reyka Vodka, Tullamore Dew Irish Whisky—the list goes on.

Our measure for success: "Would I have another?" And the answer was repeatedly clear. Each cocktail delivered at every event, every time.



12  
MONTHS

45  
CITIES

100K  
COCKTAILS







## THE RESULT

We made the drinks that made the events. Our no-holds-barred approach to event production helped make each experience—and each label—unforgettable. We took the cocktail component off Momentum's plate, which officially kicked off our experiential agency career. And we've been recreating the experience every year since.



WE MADE THE  
COCKTAILS.  
THE COCKTAILS  
MADE THE  
EVENT.

Tell us your vision. We'll bring it to life.

843 460 2688 | [hello@iceboxlive.com](mailto:hello@iceboxlive.com)