

A hand is shown squeezing a lemon over a glass of whiskey. A flame is visible above the glass, and the scene is set on a wooden surface. The background is dark and out of focus.

MAKE YOUR MOVE

 **MR. GOLD**

IMPACT WITH INTEGRITY

QUESTION

Liquor rep. Restaurant manager.
Nightclub owner. Hollywood director.

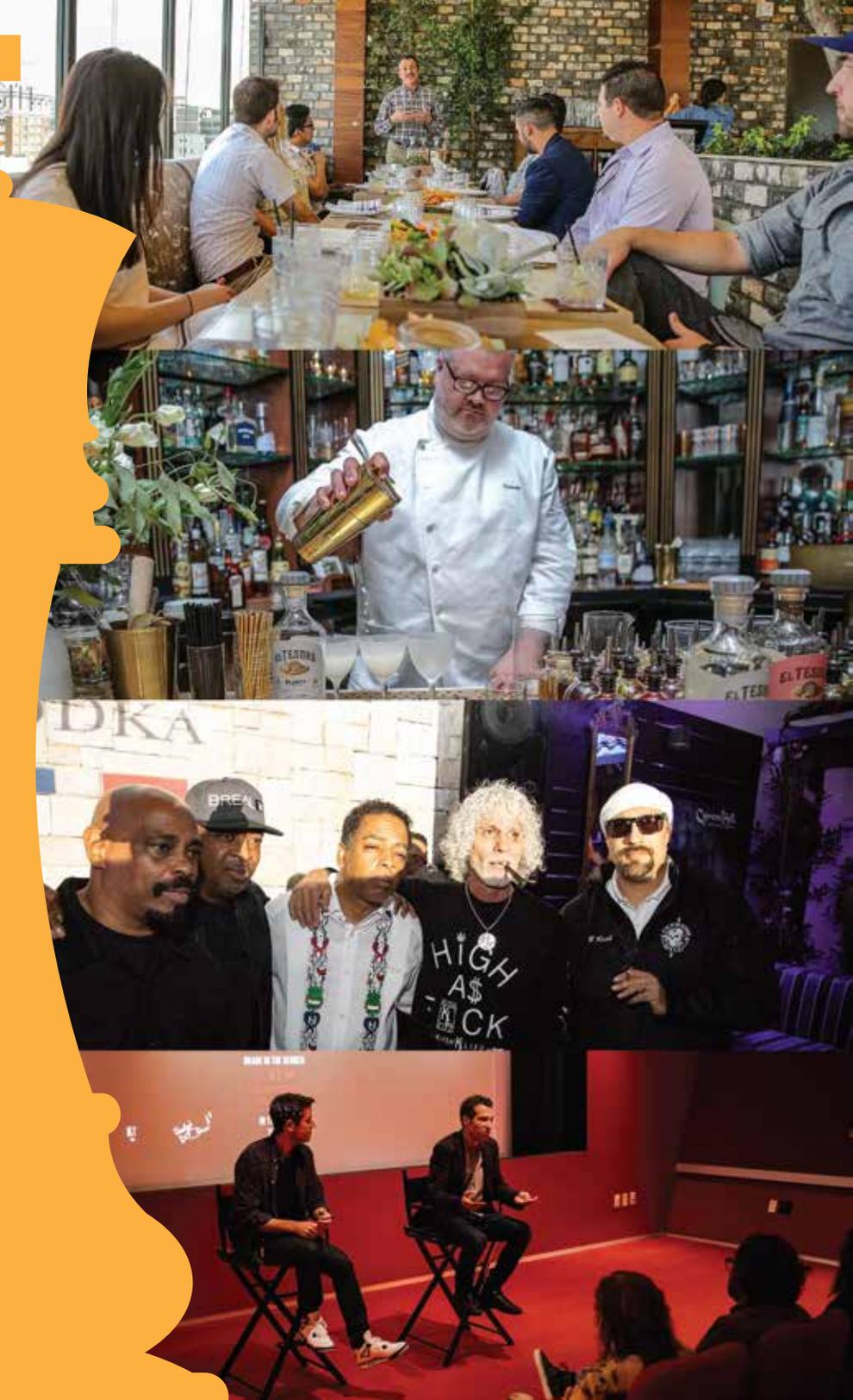
What do they have in common?

Net sales value (NSV). Cost of goods sold (COGS). Profitable parties. Box office results.

No matter how you say it, everyone has the same agenda: **maximize ROI.**

When working together, not everyone speaks the same language, generating mixed results.

Enter: Mr.GOLD.



ANSWER

Mr.GOLD is a beverage lifestyle company focused on **aligning brands and channels** for program development.

Inspired by the excitement and creative energy of our partners, we produce programs that **tell compelling stories while being value driven.**

In turn, we generate curiosity and confidence that continuously evolve and **generate lasting ROI.**



SERVICES

We move cases.

We _____ by moving cases.

activate your brand

transform your bar

amplify your nightclub

empower your campaign

We **succeed** by moving cases.



PRINCIPALS

Chris H.M.

Partner relations. Operations. Concept development. Talent. Training. Education.

Hesam Zadeh

Relationships. Business development. Strategy. Marketing. Creative.

Ken Whang

Financial operations. Market research. Film industry and media relations.

Peter Barriga

Program development. Business development. Talent. Training. Education. Events.



CASE STUDY

Brand Division

Case depletion is the foundation of Mr.GOLD activations. Brands leverage our industry experience and trusted relationships to **generate lasting ROI**.

“Mr.GOLD has helped us **expand our footprint** while developing intimate, lasting relationships with a wide range of venues: bars, restaurants, nightclubs, hotels, country clubs. Their ability to leverage **specialized resources within each vertical** has made them an invaluable partner in account activation and retention.”

- Bacardi, Inc.



CASE STUDY

Hospitality Division

Beverage program development for **17 locations across 4 states.**

Highlight: Avg. pour profit growth from 8% to 17% (22% high).

“Mr.GOLD regularly presents new opportunities while educating our team with a grace that aligns with our cultural ethos. Our Kabuki Japanese Restaurants have experienced **growth in existing and new profit centers** generated by the excitement of our team and guests. Thank you for your care and commitment to our legacy.”

- Kaizen Dining Group



CASE STUDY

Nightclub Division

Artist and marketing support. Brand **strategy, activation, and amplification.**

Highlight: Travis Scott presented by D'USSÉ and Grey Goose (Bacardi, Inc.).

“ In an industry where short-term memory and favors are the norm, Mr.GOLD has helped us **provide brands with lasting value** while creating compelling experiences for our guests. They spawn new opportunities that empower us to **stay relevant in an ever-competitive landscape.** Thank you.”

- Argyle Nightclub



CASE STUDY

Creative Division

Concept development. **Location and talent** procurement. Audience targeting. Live, **interactive concepts** and experiences.

Highlights: Bad Times at the El Royale, Andretti Autosport, Good Trouble.

“ Film and TV product integration, national campaign partners, immersive brand experiences, creative and digital marketing strategies... Mr.GOLD has counseled us on **accessing and integrating brands in authentic ways that amplify our causes** beyond expectation.”

- BLKBX Creative Group



CONTACT US

Thank you for your consideration
in working with Mr.GOLD.

It is our promise and intention to
honor the legacy of all brands as we
write the next chapter together.

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