








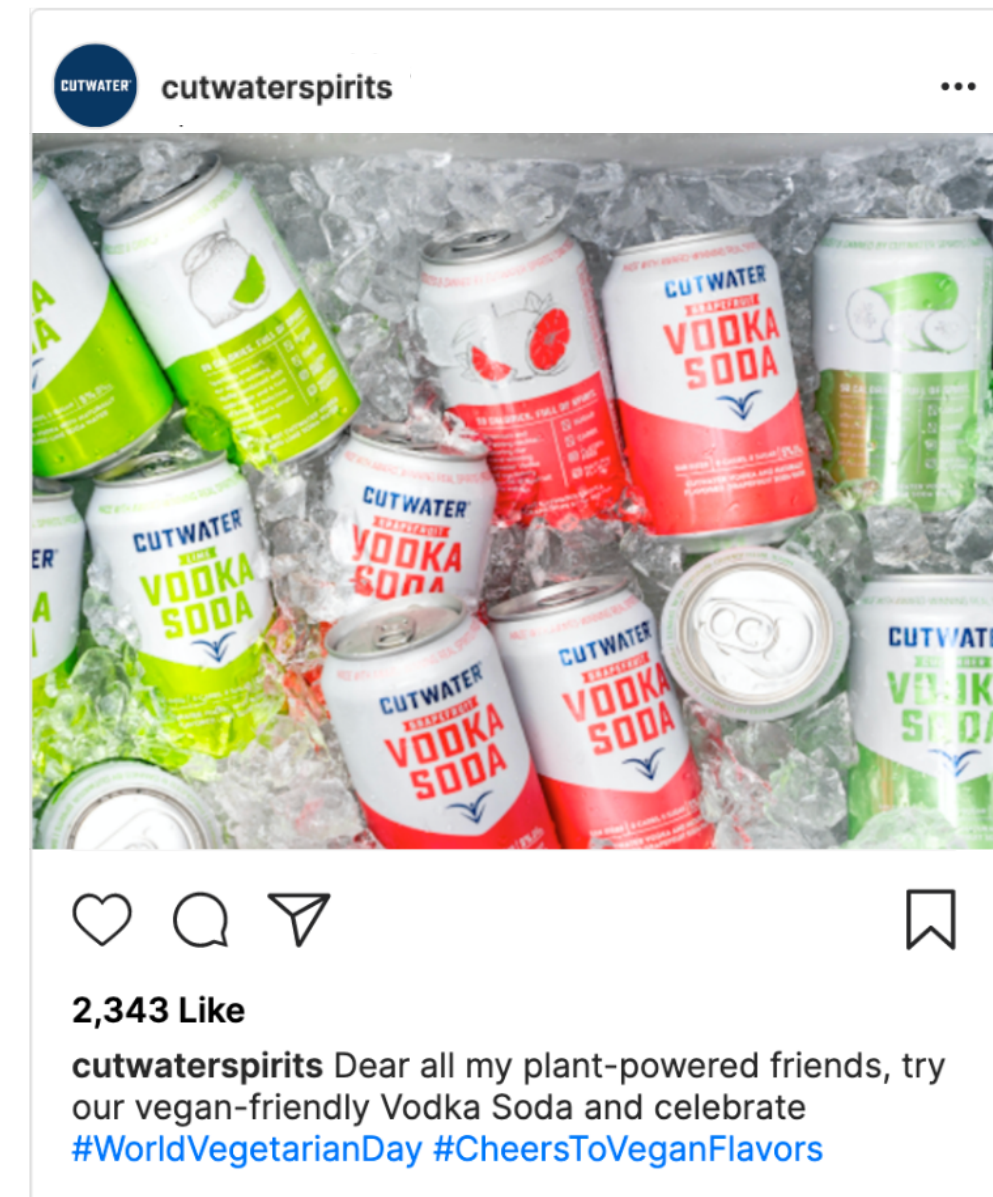
CUTWATER®
SPIRITS

OCTOBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 1 #WorldVegetarianDay	2	3	 4 #NationalTacoDay	5	6	7
8	9	10	11	12	13	14
15	 16 #BossesDay	17	18	19	20	21
22	23	24	 25 #GreasyFoodDay	26	27	28
29	30	 31 #Halloween				

October 1 - World Vegetarian Day

Rationale: There're only a few alcohols that are vegetarian-friendly. Cutwater has a lot of flavors that meet the vegans' standards. This holiday could be used to appeal to vegans or friends of vegans.



October 4 - National Taco Day

Rationale: Taco and margarita are both Mexican representatives that always get mentioned together. They can be a good combo to celebrate national taco day.



October 16 - Bosses Day

Rationale: Cutwater could be used to celebrate camaraderie in the workplace, such as team building. Social media posts on this day might appeal to companies that want to celebrate Bosses Day with fun alcohol.



October 25 - Greasy Food Day

Rationale: This is the day when fast food lovers would enjoy it. And fast food audiences kind of overlap with Cutwater's audiences. Cutwater's refreshing flavors which can balance out the "greasiness" can be the focus of this social media post.








October 31 - Halloween

Rationale: Mixed cocktails, just like Starbucks drinks, could have "holiday specials" or special mixes that are fun to try. This is a good chance to launch "holiday specials" or initiate a social media challenge where people can share their Halloween Cutwater recipe.



NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	 15 #AmericaRecyclesDay	16	17	18
 19 #InternationalMensDay	20	 21 #WorldHelloDay	22	 23 #Thanksgiving	 24 #blackfriday	25
26	27	28	29	30		

November 15 - America Recycles Day

Rationale: Cutwater's audience, young people, care about the company's social responsibility. Cutwater cans are recyclable and therefore could be used to showcase the company's sustainability performance.



November 19 - International Men's Day

Rationale: Men are the target audience for most alcohol brands, including Cutwater Spirits. International Men's Day is a big day for all men with all identities, so presenting the brand on this day might facilitate sales.



November 21 - World Hello Day

Rationale: We can say "hello" to a new product, or simply say "hello" to greet our friends and spread love. This day is also about spreading love and peace, which can help build Cutwater's image as a brand that cares about humans.



November 23 - Thanksgiving

Rationale: Thanksgiving is a big holiday to show gratitude to people around you. Cutwater should take the chance to thank its supporters as well by giving away holiday gifts.



November 24 - Black Friday






Rationale: Big sales day that Cutwater can consider joining.



Sales Poster



DECEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					 1 #LastMonthOfTheYear	2
3	4	5	6	7	8	9
 10 #NobelPrizeDay	11	12	13	 14 #FreeShippingDay	15	16
17	18	19	20	 21 #FirstDayOfWinter	22	23
24	25	26	27	28	29	30
 31 #NewYearsEve						

December 1 - Last Month of the Year

Rationale: It's the beginning of the last month of the year, and December is also when most schools' winter break starts, as well as the holiday season. There could be a lot of scenarios where people could get together and we want to remind people of Cutwater.



December 10 - Nobel Prize Day

Rationale: Seemingly irrelevant to alcohol, but that's why we could create a fun post on this day to entertain the audience and attract more attention on social media in general.



December 14 - Free Shipping Day

Rationale: Cutwater is sold on many delivery platforms. This could be a day when there's a new flavor comes out and is only sold on a certain platform for free shipping and take advantage of the rarity.



Cutwater

@CutwaterSpirits

It's on us!

Restock your Cutwater and enjoy free delivery today ONLY on Gopuff. [#FreeShippingDay](#) [#Gopuff](#) [#CutwaterSpirits](#)

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X

SAN DIEGO CALIFORNIA

CUTWATER

SPIRITS

FREE DELIVERY

December 14, 2023



12:00 PM · Dec 14, 2023

315 Retweets

124 Quote Tweets

1.4K Likes



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SAN DIEGO CALIFORNIA

CUTWATER

SPIRITS

FREE DELIVERY

December 14, 2023



1,069 Like

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December 21 - First Day of Winter

Rationale: This day has a milestone meaning for people. And in winter, you can either have alcohol to warm up your body or drink iced alcohol just like the chilly weather outside.



December 31 - New Year's Eve

Rationale: New Year party with friends is the best time to try different flavors of Cutwater and have fun.

