

# O/PURIST

*tsipouro*

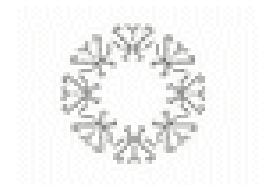
CREATED & REDEFINED  
2020  
BY THE EXPERTS



## Barman of the 21st century

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An expert alchemist, who experiments with distillates & ingredients, that at first glance they do not seem to fit in a cocktail!



## Localization; an ever-growing trend

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Bartenders all over the world unlock the potential of traditional” distillates (pisco, cachaca etc.)

Traditional spirits become the starting point for popular cocktails, such as pisco sour or pisco punch!





## Following the trends of the contemporary cocktail bar culture

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Challenge is to change “tsipouro” from a traditional drink, to a daring adventurous international bar distillate, a starting point for exceptional cocktails, without losing tradition & authenticity!

## Etymology

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O/PURIST is an anagram of the word TSIPOURO

## Storyline

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The name evokes EXPERTISE;

It is made by the experts and shared with everyone.

**TSIPOURO**

# The team

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*O/PURIST tsipouro is the project of 10 top Greek Bartenders, who joined forces to introduce an exceptional spirit for the international bar scene.*





## **Nick Tachmazis**

Bar manager of Bar Termini and 69 Colebrooke Row, London, listed on the World's 50 Best Bars ranking. One of the most up-and-coming bartenders of the world's bar scene.

## **Kostas Ignatiadis**

Bar manager of Schumann's Bar, Munich listed in the World's 50 Best Bars ranking.



## **Dimitris Kiakos**

Bar owner and manager of Lokali, a bar inspired by the trend of localization.



## **Aris Makris**

Ex bar manager of Le Syndicat, listed on the world's 50 Best Bars ranking for many years.



## **Giannis Petros Petris**

Bar Manager and owner of Tiki Bar Athens. Among the most influential bartenders of the Greek bar scene.

## Marfi Bali

Bar owner of Upupa Epop. One of the most recognised bartenders among the Greek bartending community and the only woman of the project.



## Alexandros Gikopoulos

One of the most prominent bartenders of the Athenian bar scene. Bar manager on various important bar projects.



## Theodoros Pirillos

Bar manager of A for Athens, one of the most famous cocktail bars in Athens. His cocktail recipes are inspired by Greek history and local ingredients.





## Thanos Prunarus

Bar owner of Baba au Rum, one of the World's 50 Best Bars. Baba au Rum is considered the most prominent bar of the Athenian bar scene.



## Christos Chouseas

Bartender and manager on various important bar projects all over the world. One of the most iconic bartenders of the Greek bar scene.

# Authentic, contemporary, Greek

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*O/purist tsipouro reflects the authenticity and large heritage of the popular, greek, historic local spirit of tsipouro, while at the same time it gives a new dimension in its taste and way of consumption. An adventurous Greek spirit addressing to an international audience.*



# ID

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A PGI spirit,  
certified by EU

Contemporary,  
redefined tsipouro  
that keeps its roots  
to tradition.

Double distilled to  
perfection

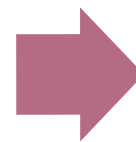
A balanced distillate  
of Greece's finest  
grape varieties and  
botanical herbs

Born to make  
exceptional  
cocktails

42% vol.

# The production

The art of the Master distiller is combined with the bar knowhow of the team to create an innovative spirit.



Grape marcs from top quality grape varieties: Malagousia, Roditis, Ugni blanc.



**1<sup>st</sup> distillation** takes place in a column still for 10 hours. Each variety is distilled separately.



The heart of each distillation is kept. The distillates are left to mature for 3-4 months. Then, a special blend is created.



**2<sup>nd</sup> distillation:** The blend is placed in a pot with Greek herbs, fruits and spices and distilled for 8 hours.



This distillate is put in tanks together with purified water to reach the desirable 42 alc. vol. There, it stays for at least one week to settle. O/purist is ready to be bottled.



# Sustainability

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*O/PURIST is a tsipouro that supports circular economy. The way it is produced ensures that nothing goes to waste.*





O/PURIST tsipouro is by nature **a sustainable spirit**. It makes use of the part that it is not used in the wine making procedure, grape marcs. A spirit that helps make the most of the precious grape.

O/purist tsipouro **supports circular economy**. It is a distillate that produces the energy it consumes. The grape skins from the first distillation produce bio gas in Epilektos Facility while other extracts turn into bio fertiliser.

In these ways O/purist **minimizes its environmental footprint**.

# The cause

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*Part of the proceeds from O/PURIST are donated to Metron Ariston-Making Responsibility a Trend, a non-profit organization for the benefit of Localization, Discerning Drinking & the Bartending Community.*



# Packaging

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## Selected bottle

- Shape: clean, simple, pure
- Research for more than 12 months in glass factories throughout Europe

***Bottle has a strong visible impact on bar shelf***



## Selected cap

- Premium Cap
- Combines safety with aesthetics and usability

***Wooden cap highlights product's naturalness***





# Brand elements

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Logo

**O/PURIST**  
tsipouro

Seal



Pattern



*Pure, distilled, & redefined*



## USPs & Goals

### Pure distillate

Made with natural ingredients, as a measure for the creations of cocktails and drinks

### Fresh concept

Its design follows the latest trends of spirits industry worldwide

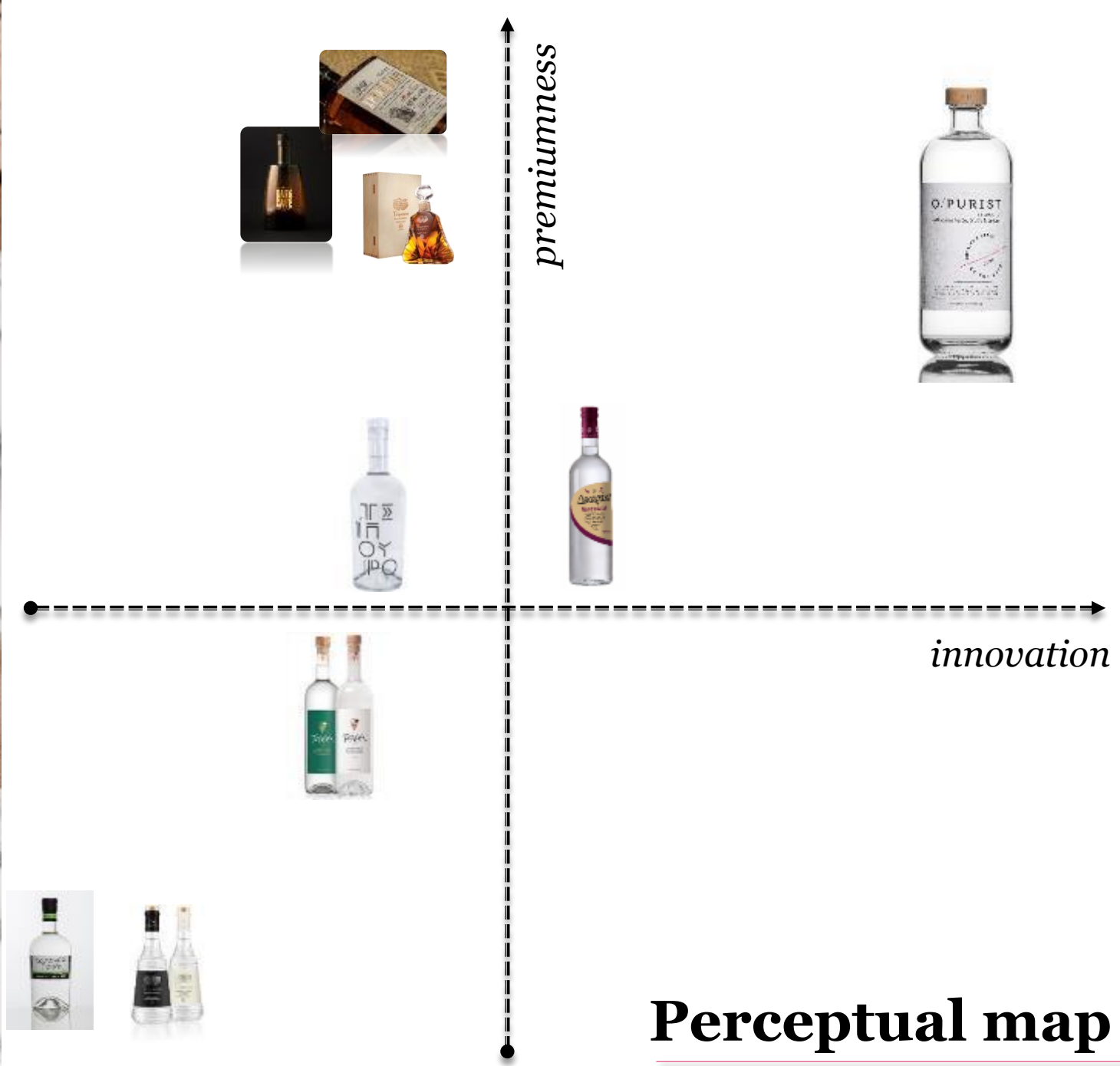
### Signature of the experts

It changes “tsipouro” to a international bar distillate, while at the same time keeps authenticity and tradition in sight.

Redefine tsipouro category

Establish a strong reputation in bar industry

Gain place in prestigious cocktail bars around the world!



**Perceptual map**



# Targeting

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## **Bar industry**

Prestigious cocktail bars & influential bartenders both in Greece and abroad

## **Consumers**

Those who consume drinks & cocktails, innovative in terms of taste and image, wishing to stand out & differentiate

## **Pricing**

Suggested Retail Price **28 €**

## **Targeted Channels**

Prestigious cocktail bars both in Greece and abroad



# Digital presence- media

Website **www. o-purist.com**

Storytelling website aiming to inspire bartending community worldwide

Social Media



- set the trend in bar & spirits industry
- generate interest & consumer demand

**Integrated Media Plan (Key Pillar, Difford's Guide Greece)**

- Generating interest/enthusiasm in bartending community
- Successfully reaching the target audience
- Contribute to go-to-market strategy



**Media gifts**

Special gifts to targeted audiences and bartenders



# Communication objective

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*Challenge bartenders to take a  
fresh perspective on tsipouro  
&  
give O/PURIST the place it  
deserves in modern bars*

O/PURIST product superiority  
is communicated through  
**powerful story-telling**  
while focus lies on its  
**“made by the experts” identity**



# The role of experts & agreements

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## Seminars & Workshops by the experts

O/PURIST ... is made by the experts and shared with everyone

## Guest Bartending

Challenging bartenders to experiment with O/PURIST & create their own cocktail recipes

## On-Trade Agreements

Turning bars into key partners

## POP Material

Boosting brand awareness and visibility

**excite... inspire... connect**

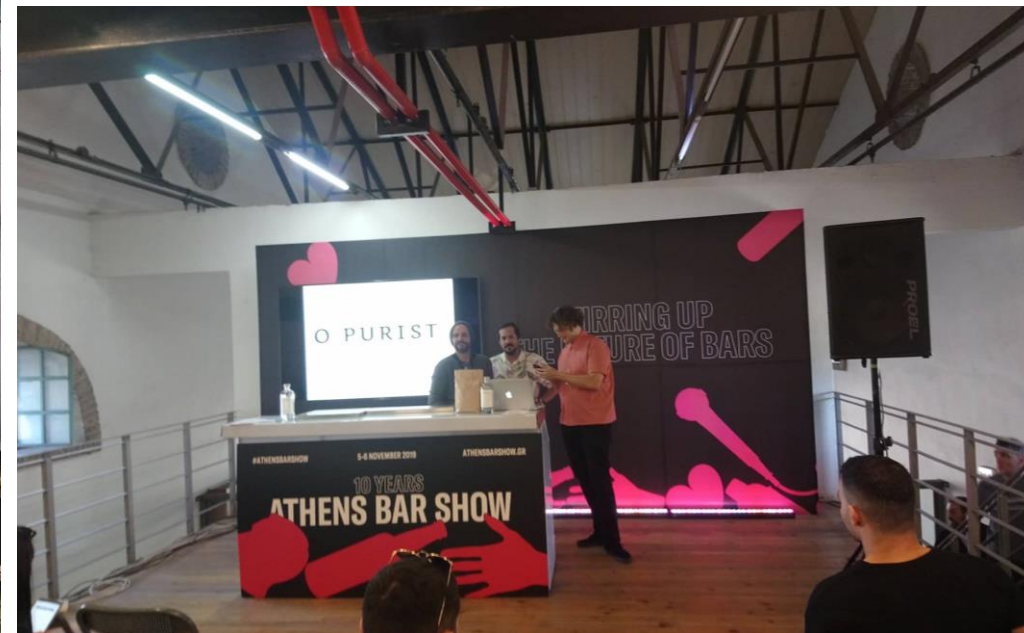
# Exhibitions

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Bar Convent Berlin 2019  
*October 7th-9th*



Athens Bar Show 2019  
*November 5th-6th*





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