



Elijah Craig®

ELIJAH CRAIG

OLD FASHIONED WEEK®

OCTOBER 11 TO 20

Elijah Craig Old Fashioned Week® is an annual 10-day celebration that takes place in bars and restaurants nationwide. Our goal is to bring people together to enjoy innovative twists on this classic Bourbon cocktail, while raising funds to support the Southern Smoke Foundation: a crisis relief organization for people in the food and beverage industry.

Click the link below to access our suite of promotional materials. Thank you for participating!

[DOWNLOAD ASSETS](#)

THERE'S GREATNESS WITHIN OLD FASHIONED WEEK

Here are some ways to talk about it.

1. FLAVOR

Elijah Craig Small Batch offers the right balance of rich flavor and full body that's perfect for the spirit-forward Old Fashioned. Its signature warm spice and subtle smoke flavor complement the sweetness and spiciness of the classic cocktail's key ingredients.

2. CREATIVITY

While the ingredients for a classic Old Fashioned may be short and sweet, the possibilities are endless. Share what unique twists you've implemented to show off your bartending skills.

3. COMMUNITY

Elijah Craig Old Fashioned Week benefits the Southern Smoke Foundation. Southern Smoke supports food and beverage workers in the U.S. by providing direct funding to individuals rebuilding from natural disasters, seeking emergency medical treatment, and recovering from accidents or other crises. Its mental health program, Behind You, provides no-cost counseling to industry members in several states.



STIR UP ANTICIPATION!

Promote your venue using our suggested messaging below, or write your own to help spread the word.

SOCIAL POST SUGGESTIONS

A

Elijah Craig Old Fashioned Week® is back Oct. 11-20. Join us at [BAR NAME] to raise a glass for a great cause. Get the full details at OldFashionedWeek.com.

B

Hey, [CITY]! Join us at [BAR NAME] Oct. 11-20 for the return of Elijah Craig Old Fashioned Week®.

C

Save the date! Elijah Craig Old Fashioned Week® returns Oct. 11-20. Join us at [BAR NAME] and enjoy [INSERT DISCOUNT OR SPECIAL OFFER].

NEWSLETTER SUGGESTIONS

A

RAISE FUNDS BY RAISING A GLASS

Elijah Craig Old Fashioned Week® returns October 11-20! Bring out your best at [BAR NAME] and try our innovative twist on one of the world's most popular cocktails! For every Old Fashioned sold, Elijah Craig will donate \$1 to the Southern Smoke Foundation (up to \$100,000).

Learn more at OldFashionedWeek.com.

B

10 DAYS. 1 COMMUNITY. ENDLESS POSSIBILITIES.

[BAR NAME] is ready to celebrate the return of Elijah Craig Old Fashioned Week®, October 11-20. Join us as we raise a glass—and some funds—for a worthy cause: the Southern Smoke Foundation. Discover our unique twist on this classic Bourbon cocktail and enjoy [INSERT DISCOUNT OR SPECIAL OFFER] all week.

Visit OldFashionedWeek.com to learn more.

C

BRING OUT YOUR BEST

Gather your finest company and come mix with us at [BAR NAME] October 11-20 to experience the Old Fashioned like never before! Elijah Craig Old Fashioned Week® is a 10-day celebration designed to bring people together and raise funds for the Southern Smoke Foundation.

Start planning your night out at OldFashionedWeek.com.