



Victorioso Welcome

Welcome to Victorioso. Our complimentary welcome promotion introduces your venue through social media, a newsletter announcement, and our Find Us directory.

Included once for every confirmed venue carrying Victorioso:

- One welcome social post, adapted for Instagram and Facebook
- One Instagram story
- Inclusion in a newsletter announcement or grouped new-venue roundup
- A verified listing in the existing Find Us directory
- Downloadable welcome graphics and captions
- Access to existing bartender training and tasting materials

A one-time welcome, not a recurring monthly campaign. Paid advertising, a dedicated outside publisher's email blast, and a tasting event are not included.

Newsletter content can be prepared now. Distribution is recorded only through a selected publisher or a future connected mailing list. Until then: Awaiting distribution.

Victorioso Welcome is included separately for confirmed stocking venues. Venue Boost and Premium Partner are enhanced programs for qualifying venues; their existing qualification, proposal and delivery terms remain unchanged.