



ICW

INDIA'S BIGGEST COCKTAIL FESTIVAL
2024 - 2025

- **What is ICW?**
- Highlights of the Festival
- **What to expect during Cocktail Week**
- Sneak Peek of Last Season
- Artist Line Up of Last Season
- **Upcoming Season**
- Demographics
- **Cocktail Village**
- **What's New?**
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- Coverage
- **Brands**
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OVERVIEW

WHAT IS

ICW



ICW is a dynamic and immersive celebration of the growing cocktail culture in India. Launched in 2019, the festival has seen tremendous success with 3 consecutive seasons and 8 editions across four cities and is now set to expand into new markets. The festival spans over 10 days, offering an array of exciting experiences such as special menus, cocktail crawls, mixology classes and workshops at noteworthy bars in the city. It culminates into a two-day Cocktail Village that showcases over 25+ brands, live & electronic music acts, cocktails on tap, alcohol-infused gelato bar and much more.

Attended by
55,000+
cocktail lovers!

**Mumbai,
Bengaluru,
Delhi NCR
Goa**

4 Seasons
12 Editions

45 Million+
Impressions

**Over 2,20,000
Cocktails** have
been savored at
past editions

01

02

03

04

05

HIGHLIGHTS OF THE FESTIVAL



WHAT TO EXPECT DURING THE COCKTAIL WEEK?

COCKTAIL WORKSHOPS



COCKTAIL BAR CRAWLS



TASTING SESSIONS



SIGNATURE COCKTAIL MENU



INTERNATIONAL BAR TAKEOVER



COCKTAIL VILLAGE



A night-time photograph of a large crowd at a festival. The sky is filled with falling golden confetti. In the foreground, a dense crowd of people is visible, some holding up phones. In the background, there are trees, a tall light pole, and various festival structures and signs, including one that says 'ICW'.

**GET A QUICK PEEK INTO
THE THRILL OF LAST
SEASON!**

FULL HOUSE!

Tastings

Electronic Music Acts



Photo Booths



Playful and Engaging Activities

International and Local Takeovers

30+ Bar Pop-Ups

AND MUCH MORE! CHECK OUT THE ENDLESS FUN @INDIACOCKTAILWEEK

A musician is seated on a stage, playing a double bass. The scene is dimly lit, with a spotlight illuminating the musician and the instrument. The background is dark, suggesting a concert or rehearsal space. The musician is wearing a dark shirt and patterned pants. A microphone is positioned in front of the instrument.

LAST SEASON,

ICW

FEATURED INCREDIBLE

ARTISTS WHO

LIT UP THE STAGE!



YOTTO



PRATEEK KUHAD



FRANCIS MERCIER



STAVROZ



TEN WALLS



TECH PANDA X KENZANI

AND MANY MORE!



WE ARE BACK AND,
SEASON 5 MARKS A
THRILLING MILESTONE AS
WE CELEBRATE **5**
VIBRANT YEARS OF ICW,
SHAKING UP COCKTAILS
AND EMBRACING
LIFESTYLE!

MUMBAI

30TH NOVEMBER
& 1ST DECEMBER
2024

JIO WORLD GARDEN, BKC

HYDERABAD

21ST DECEMBER &
22ND DECEMBER
2024

ONE GOLF

BENGALURU

1ST FEBRUARY &
2ND FEBRUARY
2025

TBA

DELHI, NCR

22ND FEBRUARY &
23RD FEBRUARY
2025

TBA

KOLKATA

8TH MARCH & 9TH
MARCH
2025

DELHI NCR





TARGETED FOOTFALL

12,000+ People over 2 Day Festival



DEMO-GRAPHICS

25 - 60 Years Old
60:40 Ratio of Males to Females



AUDIENCE

Young Professionals, HNIs, Artists, Fashion Enthusiasts, Music Fanatics & Cocktail Lovers!



ICW

LET'S DIVE INTO
THE **COCKTAIL**
VILLAGE

OFFERING INNOVATIVE COCKTAILS AND A DYNAMIC EXPERIENCES!





BRAND EXPERIENCES

Exclusive, Immersive,
& Speakeasy Pop-Ups



**LIVE &
ELECTRONIC
MUSIC ACTS**



**INTERNATIONAL
BAR TAKEOVERS**

From the World's Top 50
Best Bars

CURATED FOOD STALLS

By City's Best
Restaurants



ICW GELATO PARLOR



RETAIL ALLEY



CUSTOMIZATION STATION

Engraved with your
name or choice



DIY BOOTH

Fluid Art and more



FUN ACTIVITIES

Tarot Reading,
Glitter Art, and
more!

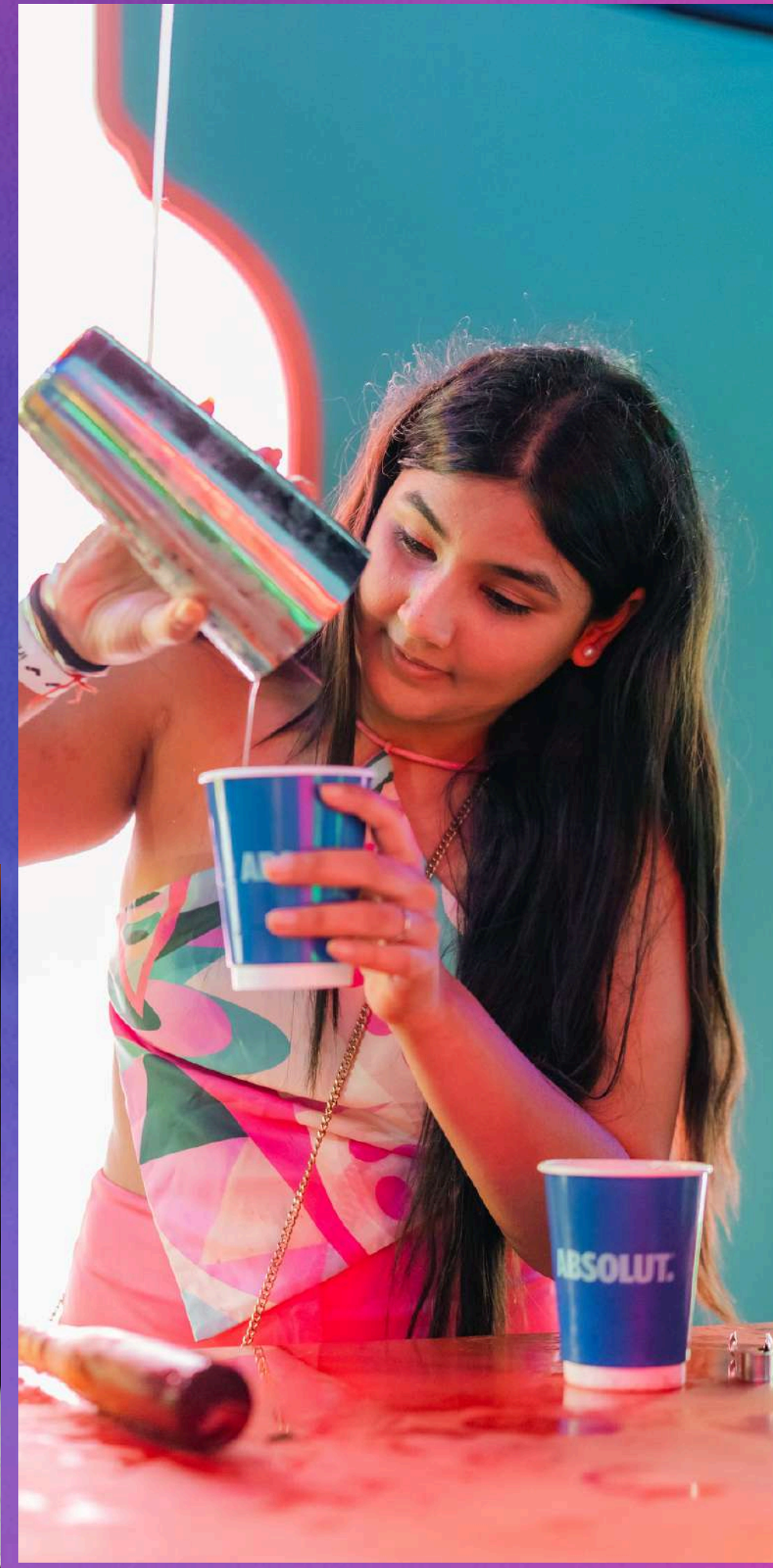
A DJ is seen from behind, performing at a night festival. The DJ is wearing a white t-shirt and has their arms raised, gesturing towards a large, dense crowd of people. The crowd is illuminated by various colorful lights, including purple, blue, and pink. In the background, there are trees and some structures, possibly part of the festival's stage or lighting rig. The overall atmosphere is vibrant and energetic.

**THE SCOOP ON WHAT'S
NEW IN THE
2024 - 2025 EDITION!**

SECRET SPEAKEASY

Within India's largest cocktail festival, exists a secret experience.

A hidden entrance that leads to an exclusive party. It is concealed from plain view, adding an element of mystery and excitement. The secret party will feature cocktails and immersive engagements.



COCKTAIL MASTERCLASS

Guided by the expertise of renowned bartenders, elevate your mixology skills as you learn insider tips and tricks of their signature drinks!

GAMING ARENA

A variety of games ranging from classic arcades to VR experiences, Air Hockey and beyond are open for brands to creatively showcase their identity in a fun and unique manner!



MERCH STORE

Step into the ICW merch booth, where you'll find exclusive ICW products. We're also opening our doors to brands eager to showcase and sell their unique merchandise at the festival, creating an exciting marketplace for all attendees!



RAISING A **TOAST**

A tasting alley adorned with a rich selection of both International and Homegrown beers and wines, encouraging enthusiasts to uncover an exciting world of flavors from across the globe while expanding their knowledge and palate.

ICW POP-UP



Embarking on a journey into new markets with a two-day pop-up event of the India Cocktail Village, offering an exclusive glimpse into the vibrant world of mixology and culture. This pop-up promises captivating experiences with a carefully curated lineup of artists, providing attendees with a day filled with unique cocktail experiences and immersive engagements.

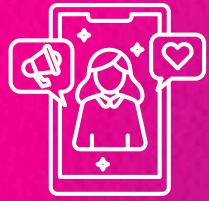


INTEGRATED MARKETING PLAN



[@INDIACOCKTAILWEEK](https://www.instagram.com/INDIACOCKTAILWEEK)

- Influencer Marketing
- Partner Channels
- Public Relations
- Social Media
- Blogs
- Food Communities



INFLUENCER MARKETING

Influencer marketing leverages the reach and influence of ICW to promote the festival and the brands with Pre-buzz amplification with ICW PR Hamper, On-ground Coverage, Post Coverage, etc.



PUBLIC RELATIONS

ICW joins forces with editorial and coverage platforms to unveil the festival dates, participating brands, performing artists, and activities. This collaboration aimed to captivate a broader audience and elevate the festival's image.



BLOGS

Blog posts allows us to produce high-quality content that educates and entertains readers, strengthening brand authority with consumer contest and fostering community engagement.

PARTNER CHANNELS



We collaborate with brands to create cohesive messaging across multiple platforms, maximizing audience engagement and brand recognition.

SOCIAL MEDIA



ICW social media content enables stakeholders to deliver tailored messages that captivate audiences and drive meaningful interactions.

FOOD COMMUNITIES



Food communities unite enthusiasts and professionals alike, fostering discussions, sharing recipes, and promoting culinary experiences.

PRESS COVERAGE

LAST SEASON

The screenshot shows the Curly Tales website with the article title "Get Ready To Shake It Up As India Cocktail Week Returns To Mumbai, Bigger & Bolder!". The sub-header reads "Join a vibrant fusion of mixology, music, and culture as top global brands, bartending wizards, and music maestros converge for a weekend of flavour exploration and community spirit." Below the text is a vibrant image of the ICW festival stage with a large "ICW" logo. At the bottom, there are social media handles: #indiacocktailweek and #ICWMumbai.

Curly Tales - Mum

The screenshot shows a Hospitality Biz India article titled "Fourth edition of India Cocktail week to kick-start at Bengaluru". It is dated January 31, 2024, and has 310 likes. The article features a photo of a large, colorful "ICW" archway at the festival. The text describes the event as the country's premier celebration of cocktail culture, taking place at Jayamahar Palace in Bengaluru from February 3rd to 4th.

Hospitality Biz India

The screenshot shows a Beverage Business News article titled "India Cocktail Week Returns in Grandeur for the 2024 Delhi Edition". It is dated 23/02/2024 and is categorized as "Beverage Business News". The article includes a photo of a bartender in a white shirt and sunglasses preparing a drink. The text highlights the festival's features, including over 25 top brands, dynamic artist performances, and global bar takeovers.

Beverage Business News

The screenshot shows a Mid-Day article titled "India Cocktail Week is back with its second edition in Mumbai". It is dated 21 November, 2023, and is from a Mumbai correspondent. The article features the Mid-Day logo and social media handles #indiacocktailweek and #ICWMumbai. The text describes the festival as a testament to the growing cocktail culture in India, bringing together enthusiasts, professionals, and consumers for a unique experience.

Mid-Day

The screenshot shows an Lbb article titled "INDIA'S BIGGEST COCKTAIL FESTIVAL IS BACK IN DELHI". It is dated 21 November, 2023, and is from a Mumbai correspondent. The article features the Lbb logo and social media handles #indiacocktailweek and @indiacocktailweek. The text celebrates the festival as a celebration of international and homegrown brands, mixologists, and the art of cocktail making.

Lbb

The screenshot shows the Curly Tales website with the article title "After Bengaluru And Delhi, ICW Is Finally Coming Goa; Get Set For Beachfront Bliss & Boozy Delights!". The sub-header reads "Cheers to an unforgettable experience at ICW Goa!". The article is by Mallika Khurana and is dated March 19, 2024. Below the text is a photo of the ICW festival at night with a large crowd and stage lights. At the bottom, there are "Join Us" and "Follow Us" buttons.

Curly Tales- Delhi

MEDIA OUTREACH

LAST SEASON



REACH

10,90,720

REACH

3,18,541

REACH

13,16,274

REACH

5,86,908

REACH

14,60,524

REACH

4,70,325

IMPRESSIONS

11,01,308

IMPRESSIONS

3,15,093

IMPRESSIONS

13,53,245

IMPRESSIONS

7,18,406

IMPRESSIONS

14,08,322

IMPRESSIONS

5,10,362

MARKETING AND INFLUENCER OUTREACH

LAST SEASON



BRANDS ENGAGED SO FAR



ABSOLUT.



ANTIQUITY
BLUE



BACARDÍ
RUM ROOM

BEEFEATER
LONDON



Budweiser
MAGNUM
DOUBLE BARREL WHISKEY



BOMBAY SAPPHIRE

BULLDOG
LONDON DRY GIN

BUSHMILLS
IRISH WHISKEY

BREEZER



CAMPARI

COINTREAU
CHANGES EVERYTHING



GORDON'S
...SHALL WE?



HENDRICK'S



JACK DANIEL'S

JAMESON



KI NO BI.
Kyoto Dry Gin

LEMON-DOU
こがれレモンサワー



MARTINI

MATINEE
GIN



MONKEY
SHOULDER

Mr. Jerry's
CRAFTED COCKTAILS

NISAKI



MAYA
PISTOLA
AGAVEPURA

PURSUE
HARD SELTZER



ROCK
PAPER
RUM



SEPOY&Cº

SPACEMAN SPIRITS LAB
SAMSARA
CONTEMPORARY INDIAN GIN



THE SINGLETON



SKYY
VODKA

SMOKE LAB

SMIRNOFF



svami

TALISKER
SINGLE MALT SCOTCH WHISKY

INDIAN DRY
TAMRAS
GIN



TEACHER'S
SCOTCH WHISKY



WILD TURKEY
BOURBON



1800
TEQUILA

ASSOCIATING BRANDS

PREVIOUS SEASONS



HYDRATION PARTNER



PartySmart®

HANGOVER CURE

VERO MODA®

SPONSOR PARTNER



MUSIC PARTNER



STYLED BY

SELECTED
/ HOMME

svami SEPOY&C^o

MIXER PARTNER

— OFFICIAL TICKETING PARTNERS —



TICKETING PARTNER



WMS is a multi - faceted company which is into brand activations, event production, curating nightlife experiences and artist bookings.

We have over a decade of experience having hosted events across the country for leading global and homegrown brands. WMS also produces music experiences along with its IPs such as India Cocktail Week and Toast Wine And Beer Festival.



Established in 2012, Passcode hospitality is a boutique hospitality firm that has quickly become one of the brand leaders in the F&B industry in India. The company owns and operates various brands in the Indian capital city: PCO, ATM, Ping's Cafe Orient, PDA, SAZ, Jamun, and members only-club A Ta Maison. Since its inception, the firm has specialised in finding and filling niches in the dynamic food and beverage space by creating original concepts and experiences for diners..

ABOUT THE TEAM

THANK YOU!
SEE YOU AT ICW SEASON 5