

# CASE STUDY: SPA GIRL COCKTAILS

## ABOUT THE COMPANY

Founded in 2019 by entertainer, interior decorator and cook Karen Haines, Spa Girl Cocktails is a woman-owned and woman-run company leading the premium prepared cocktail market with their hand-crafted, vegan and all-natural ready-to-drink cocktails. The award-winning drinks offer a refreshing and natural choice, and it was important to the founders to create a great-tasting yet healthier alternative to available ready-to-drink vodka cocktails. Spa Girl Cocktails are now available at more than 350 retail and grocery locations across the United States. Made from a sweeter corn grown on a family-owned farm in the Midwest, Spa Girl Cocktails are vegan, contain no artificial colors, sweeteners or flavors, and are plant-based.

While the COVID-19 pandemic created challenges for many businesses, Spa Girl Cocktails' CEO Alisa Marie Beyer recently told Beverage Industry News (in an interview for a BIN cover story on the brand) that the company philosophy was "Pivot, don't panic." That flexible attitude helped the company expand during the pandemic and experience 2020 growth of 18% month-over-month. As Spa Girl Cocktails' popularity has grown, the company has partnered with Bacardi to create a line of Spa Girl Sparkling Sips, and in summer 2021, the company plans to release an all-new product in cocktail popsicles.

## WOLF GREENFIELD & SPA GIRL COCKTAILS

Wolf Greenfield works with Spa Girl Cocktails on all of the company's trademark matters, including protection and general counseling. Wolf Greenfield's Doug Wolf has worked alongside Spa Girl Cocktails' CEO Alisa Marie Beyer for many years, helping her protect the strong brand identities she has created with successful startups over the years.

## STRAIGHT FROM THE TEAM:

"Working with the Wolf Greenfield team is always a positive experience. Their guidance has been critical in helping us grow our brand. Over the years, Doug Wolf has become more like a teammate than my outside counsel."

- Alisa Marie Beyer, CEO, Spa Girl Cocktails

"Helping to carefully protect the brand that the Spa Girl Cocktails' female-led team has worked hard to cultivate has been incredibly rewarding. Watching the brand grow and expand, even under challenging global and US market circumstances, is terrific, and we are proud to have been able to help them in their efforts to solidify their unique place within their industry."

- Douglas R. Wolf, Chair, Trademark & Copyright Practice, Wolf Greenfield