Harding+ Spirits Overview

Our approach

Time

- Engaging with customers over days, weeks, and even months

- Full spectrum of 'time-sensitive selling'

- From creating urgency to making time for considered purchases.

- Interaction can start pre-cruise

Activation

- Employ all the senses to bring products to life

- Retail offering as part of the holiday experience.

- Quaternity model – cruise line, brand, guest and Harding+ team

Our approach

Premiumisation

- Harding+ dominates the luxury cruise market, on over 100 ships, with our business driven by high end purchases

- Our customers are ready to spend on the right product at the right price.

- New cruise line partnerships such as Princess have allowed us to experiment with this in Liquor, with success. (PPD +50%, ASP +25%)

Education

- Passengers are thirsty to learn

- Effective brand training/ambassador presence and a clear focus on empowering our teams

Collaboration

- We acknowledge the respective strategies of our brand partners – true quaternity

- New launches, exclusives, seasonal activations etc. with a complete package of support

Successes & learnings

Successes with smaller/challenger brands

- Cotswolds distillery with strong activation
- Somrus Carnival fleet-wide takeover

Creating the perfect souvenir

- World's first onboard gin distillery - Salcombe's exclusive 'Marabelle' gin

Guest funded promotions

- 'Blending The Rules' activation on Virgin

Successes & learnings

- **Tasting** support from brands is vital

- **Target** the right guests on board to give ourselves the best chance of making a sales

- Our customers are looking for **newness**/**value**/**exclusivity**

- **Training** & collateral support underpin the success

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- A "**total ship**" approach is the gold standard (store, atrium, theatre, F&B, staterooms)

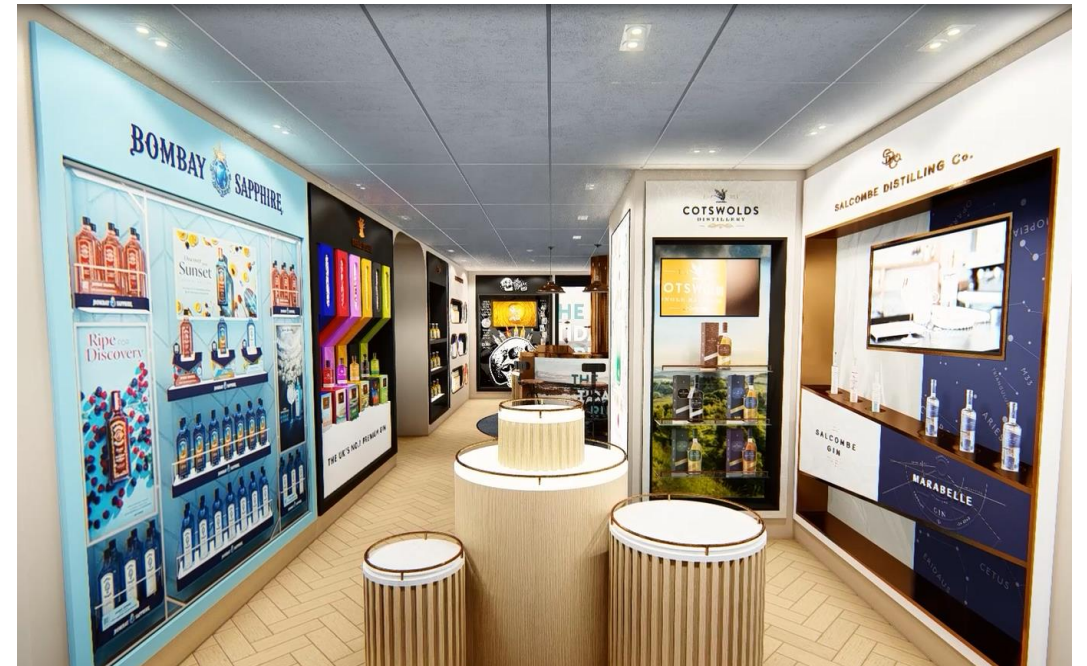- **Data** is paramount and better when shared

2023 and beyond

- P&O Arvia

- Dynamic Pricing

- Strategic vendor partnerships

- Elevated Tasting Events

- Trinity with Cruise Line & Brands

- Cruise Line Exclusives

Thank you