

TITO'S FOCUSES ON BEST BARS

The increasingly popular Handmade Vodka sees the on-trade as vital for its expansion and for increasing brand awareness

Texas-based Tito's Handmade Vodka has grown significantly in both volume and reputation in recent years. According to The Millionaires' Club, Tito's sold 11.6 million 9-litre cases in 2022 and John McDonnell, managing director international for the brand, joined *Drinks International* to discuss the vodka's direction on a business level.

Tito's is now rivalling some of the most prestigious vodka brands in the world's best bars, but how much focus has the brand put on this area in recent years?

This is an area where we've been putting a tremendous focus, and we're continuing to increase these efforts. As Tito's Handmade Vodka continues to grow and expand into new markets across the

globe, the on-premise – especially among the world's top bars – is a vital channel to increase consumer and trade awareness and excitement for our brand. We're also putting a strong effort against developing masterclass seminars with bars and bartenders in key markets.

Why is it important for Tito's to appear on the back bar of the industry's top venues?

We're proud that Tito's has a very loyal consumer base, and when they travel they want to enjoy their favourite vodka wherever they may be. So it's very important that we have a presence in venues across the world, and of course it's also a benefit to those bars and restaurants to be able to offer a brand that people are seeking and excited to drink.

What is the brand's strategy behind growing this presence?

This is why we work so hard to find the right distributor representatives in each of our markets, and to make changes when we need to, because it's imperative that they have strong relationships in their markets, especially with top bars, clubs, restaurants, and retailers. As a team, we can't be everywhere at once, and so we rely on our distributors to help build and maintain these relationships.

How important is the Brands Report with regards to Tito's future growth and marketing campaigns?

It's very important. The Brands Report is an influential and unbiased snapshot of what's happening in the market, and we're proud to be included. 



JOHN MCDONNELL



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