

THE **small** BUSINESS BIG **MARKETING** *show*

INSANELY EFFECTIVE
MARKETING

Episode #460

How a small,
resource-poor business
is conquering the world
with a range of
non-alcoholic spirits



www.SmallBusinessBigMarketing.com

Mark Livings Interview Transcription

Tim

Well Mark Living's of lyres. Welcome to the small business big marketing show.

Mark

Thank you Tim. Great to be chatting with you now mate.

Tim

You haven't been on the gas have you prior to the interview?

Mark

No I haven't. It's only 11 thirty in the morning but I could be if I wanted to.

Tim

Well you could be absolutely you could have Lyres for breakfast, lunch and dinner knowing that all is well. That's one of the beautiful things about it. So let's start from the start Mark and what evidence convinced you that a non alcoholic spirit was a good idea was actually needed?

Mark

Yeah. There's a few things that are driving the emergence of this category on a global level. So I think it goes without saying we're all starting to make healthier choices. And that's sort of trend sits across the entirety of all population groups. But if you want to look and talk about our young people at the moment there was a really interesting study that came out last week. Pulled together by the NHS in the UK and what it's showing is that people under the age of 24 close to 34 percent of them are choosing it to be completely abstinent. Now I know I wasn't that sort of younger person and I've got a pretty good inkling that you weren't either Tim with you in your earlier days but it just goes to show that I guess we humans across the globe are really starting to think about our health and our bodies and how we decide to interact with beverage is one of those things that's really driving the emergence of this category. So yeah that's the trend we saw a couple of years ago we started working on lyres.

Tim

They really use them and I've got three teenage kids 18 20 and 22. And alcohol plays a part in their lives. But yeah I would say not the bigger part as it related yours and my life. I'm embarrassed to say and now it's out in the open. But you know they are so but having said that there's still not necessarily. And I think there's many generations of people not wanting to walk around a party or be at a social gathering holding a bottle of water as healthy as it is. And it's a good option but it can be boring and some people think that they're being judged as a result of it.

Mark

Absolutely. So we've given that a term recalling that social camouflage and it's a part of social anxiety. The reality is if you're that person at a party and you're walking round with water or a lemon lime you've got an actual physical artefact that you're not part of a tribe that you're holding in your hand and you're showing to everyone around you. Now in a country like Australia where it's so critically important to be in the round. That's part of the social glue that we have here. If you're outside of a round it's no surprise whatsoever that people are going to change their behaviour and how they interact with you. If you're outside of that social group but also people feel less confident like they're part of that same group as well if they're not having a drink in hand at the time. So it's something we've latched onto with part of this brand as well. It's a really important factor.

Tim

Wasn't it's been done before and we've had non-alcoholic drinks before there's plenty really. There's Clayton which many years ago tried to pass off I guess as sort of a spirit alternative but what's the secret sauce that you've discovered that others haven't been able to?

Mark

The reality is that whilst there has been a latent consumer demand there it's increased at the course the last five years. But what's really interesting is that the food and beverage technology has also improved considerably in the last five years also. So we're now at a really interesting intersection where we can build beverages that are super close to the real thing and this goes beyond just spirits as well. For those of your listeners who've tried the more recent non-alcoholic beers they're so much better than they were five years ago. And that's to do with the technology that's out there.

Tim

In a previous conversation with you you were talking about. There have been non-alcoholic spirits before. However what they're doing is taking out the alcohol. They're actually starting with an alcoholic spirit and removing the alcohol. I mean that's still a good outcome isn't it. You work at a more molecular level but not great for Middle Eastern countries because they won't buy anything that's had alcohol in it full stop. So is that what you're doing you're not working with an alcoholic spirit or removing the alcohol you're doing something else?

Mark

That's correct yes. So what you're talking about. Distillates where basically you pump or you heat a base alcohol spirit. It's called an eau de vie or the water of life. Little romantic cross distillation. And that's pumped through in the case of a gin for example that absorbs botanicals through evaporation. So you've got this hot steamy alcohol the pulls oils and the like out of botanicals and goes round and round several times. And then you've got a gin. But how these have traditionally been made is alcohol's actually got a lower boiling than water. So what happens is you then blended in with water and you boil it gently. And the alcohol evaporates off and you're left with a favoured water. Now the problem with that is the one in Middle Eastern countries that still won't make halal certification because it

began life as an alcoholic spirit. And two your left with a really interesting flavour profile. So what happens when you apply heat to a beverage as you dilute the compounds and without getting too scientific you start to pull apart things. They're the really interesting things that make up the perfume or the bouquet of a spirit. And also it's flavour profile. You start breaking those apart. You end up with something that's not quite right. The way I like to attribute it is if you start with this Mozart concerto and you end up with drum and bass so you missing all the middle parts of that beautiful melody that round out to make a beautiful song in first format you're taking all the violins out you're taking the woodwind out and all you're really left with is the brass and percussion. So it's it's really limiting way of making non-alcoholic spirits. Our way of making them is a little different. So what we're doing is we're requiring those essential oils polyphenols we're getting them in a different method and then we're blending them into a watered base. So what we're doing is we're taking them in a cold pressed style method or an industrially lacerated method and then we're bringing them into that base spirit and we're getting a far better results than our sort of forebears in the industry.

Tim

You've certainly geeked me out. I love the language of different industries I mean part of my job is speaking to people from so many different industries and every single one has its own language. Eau de vie I think is my favourite. You know they're both romantic and scientific. So to get to the point where you are now with lyres Mark it's a pretty new brand. My understanding prior to starting lyres you're not an industrial chemist or anything like that are you. Were you running some kind of agency just for alcoholic beverages? Is that what you were doing?

Mark

It's sort of. So we ran a marketing agency so that's called the kinetic agency. And we've been looking after some of the biggest brands in the world, the last 10 years here in Australia. So our clients include companies like Kellogg's and Ferraro and Coca Cola Reckitt Benckiser etc.. So interestingly what we realized about 10 years into Tim what we realized is that as a smaller business we had the ability to innovate in a much quicker way. We've got far more agility than most big global multinationals that I've just listed off. So this is a little bit of a bold experiment for us as well where we go can we do things faster closer to the bleeding edge of innovation than the core clients that we serve.

Tim

So you had this idea where you're servicing these big clients for their needs at some point you've scratched your chin and you've gone why don't we practice what we preach and create a product of our own. Is that kind of what happened?

Mark

That's exactly right. So what we were trying to do is the hypothesis was if we can do this and learn how it's done we can then turn around and teach these much bigger businesses exactly our process that we went through in order to do it. So there is as an endgame here beyond the brand itself is that we're going to build this body of intellectual property that

we hope to be able to turn around and consult too these larger businesses as well and say hey here's how a fairly resource poor business in Sydney Australia managed to conquer the world with a spirit all going well. That is.

Tim

Did you go through a bit of a kind of brainstorming session and in order to decide what the product would be or had you always had in mind that a non-alcoholic spirit range was something you really wanted to bring to market?

Mark

It's one of those things. Being a marketing agency we're always exposed to the latest consumer trends. So it's our craft to understand exactly where the consumer is and exactly where they're heading. And a good marketing agency if they're working on branding they'll try and position a product in front of the wave of consumer trend. So as that wave crashes over in the client that you're working for benefits and I go right with position as product in exactly the right place at exactly the right time. We've got consumers that have fallen in love with it. And away we go. The reality is that more often than not it's smaller businesses that are positioning their products in front of consumer trends. And it's the big multinationals going we can't move with that sort of agility. We need to go and acquire those businesses and those brands that consumers are falling in love with. So that's the paradigm there that we've sort of been working with.

Tim

Don't you love the ability of our small business owners to be agile and just move at such a pace. You and I both worked in corporate and for corporates and whilst you learn a lot from them and there's a lot to be said for them. Boy boy they're slow.

Mark

Absolutely. And look that's not a bad thing Tim. Like these big corporates have their place. Let's take Qantas for example. I wouldn't want a small business operator flying a jumbo jet. By the same token you know we need these enormous multinationals to produce things affordably so milk and bread and all the daily essentials toilet paper. They're going to do it at a far better and more effective rate than a small business ever will. But it's horses for courses small businesses. One thing that they have over the bigger people in the industry. Is that ability to move with agility to pivot really quickly and get in front of those trends. By the time consumer feedback percolates up into a massive multinational and then they change direction it's too late. They've already been outmanoeuvred by a small business.

Tim

Correct. So you've had the idea non-alcoholic spirit range. What do you do? Do you go and find a chemist and someone with a really good nose for smelling things and what do you do?

Mark

Yes. Good question. So look first thing you do is you research and to borrow an old advertising adage you let your fingers do the walking or in more modern terms you let your fingers do the typing. So we tracked one of the foremost global authorities in food and bev tech they're base out of Germany and we pitched the idea to them and they said look it sounds interesting. We'll give it a go. Can you come and help us. So I went over to Germany and I took a good friend of mine with me David Murphy. He's a respected Australian sommelier. My nose and palates okay for an average bloke. His is extraordinary. So a great little trip with him and we sat down there and we went through more than 60 different generations of products utilizing a library of over 12000 different ingredients courtesy of this company. And we built these sort of brick by brick flavour by flavonoids or perfume night by perfume night and then we worked on a mass scale when we worked on a pallet way and then we worked on the length. So it did take us around 18 to 24 months to get these to the point where we were ready to sell them and sort of mail our colours to the mass and say we're proud of these we're confident these are the best non-alcoholic spirits in the world. Let's brand them and see if we can get them in front of that consumer trend that we've talked about before.

Tim

I have to ask Mark what point did the wanker alert sort of siren sound when you looked at your sommelier mate and said no that's got BlackBerry undertones with a hint of booze and berry. Hang on hang on we've lost the plot.

Mark

Yes. So I've learnt more now about exactly the blue fruits that are present in a coffee liqueur than any member of the public will ever know of. You know it's really important those little subtle things are what makes the difference.

Tim

So just to I understand that you were literally sitting there with this German What is this person a chemist?

Mark

Yes.

Tim

OK. So you're sitting there with them and you saying okay we're going to work on the bourbon and then he starts mixing and I guess you then have to choose which bourbon is it. Is it a beam is it a Jack Daniels is that whatever it is and then you've got to go. He's just mixing up potions is that right. And your sommelier is smelling them tasting them swirling them. This is what it looks like?

Mark

That's exactly what it looks like.

Tim

24 months later?

Mark

And several several trips back and forth. Let me let me give you an example of it. So for example let's use bourbon so bourbon has an okay note so you take a legitimate bourbon from Kentucky or Tennessee that's got notes of American oak or new American oak. So that means it's got the vanilla lots of coconuts got banana flavours in there but it's also got this wouldn't notice this thing that's synonymous with oak. So what the chemist will do is go into the library and come out and go right. We've got these 27 oak extracts they've procured them from all over the world. Which one do you want to use. And it'll be a combination of two or three or four of them before we're absolutely happy with the end result.

Tim

Amazing. Amazing. So the end of this 24 month process Mark you have looked at each other and gone we got a range of spirits which is I think 13 is that right. You call them flavours or?

Mark

Yeah that's right. 13 we call them variants.

Tim

Yeah. And that's the result is as I write now the lines range and I'm looking at it on the website now. Everything from dry London gin to absinthe to bourbon to scotch. Is that right. You've got to go just quickly real off the 13 flavours

Mark

Sure. So the reason we built these 13 is they are the building blocks of the most popular cocktails in the world. So for example say the most commonly ordered cocktail is an old fashioned. So for that you would use our American malt and then blended with bitters and some sugar and some orange peel and a little flair from your attractive bartender and away you go if you're making a martini you'd be using our dry london spirit and our dry vermouth or the juggernaut of 2019 and it's come out of nowhere the last sort of five to six years is the espresso martini. So you would use a coffee liqueur and we would recommend using a white rum for that. So they're designed in order to give people who love spirits the ability to mix the most popular drinks in the world as well as make the most popular cocktails in the world.

Tim

Mark why the name lyre's?

Mark

It's a great question and this has been a bit of a journey for us as well so we originally started with wanting to call the brand zero proofs which is you know proof is a measure of how strong the spirit is in terms of its alcohol content by volume and then what we did is

we started testing that with consumers. And whilst it made sense to us because we have the industry lens if you took it to a typical member of the public they didn't really understand what proof is. And for me that's just a good reminder not to talk to your circle. You really close people about your brand. You really need to talk to the people you want to sell to in order to see how you got it in the right position. For me it's one of the cardinal sins in marketing is if you try and sell something to yourself rather than the person that you want to sell it to. So we ended up shelving zero proof.

Tim

I also thought also zero proof would have been a bit of a failure of a name because it kind of says what it does and I'm not sure people want to be seen to be drinking something that is zero at the end of the day what you're trying to replicate is an alcoholic drink. So it's probably flawed on two counts like you didn't go that way so why lyres?

Mark

So the interesting thing about lyres is we really struggled to find the brand and it was one of our creative team members from the kinetic agency that came up with that. We were looking at Australian animals because we thought the fact that these were built in Australia we thought there was a little bit of an interesting story there. And he came across the lyre bird now so those of you who want avian enthusiasts that are listening to this show the lyre bird is held up as nature's greatest mimic. It's a bird that's capable of reproducing the bird song of any other bird that he is or is exposed to. So we thought that's such an incredible mascot for our brand because we're trying to mimic. These spirits that people have fallen in love with over the last 100 to 200 years. What better mascot what better icon in the Australian lyre bird for the brand. So that's how lyres started. And then we said right we've got this lyre bird. What are we going to call the brand. And then we shortened it to lyres and we realised it was phonetically really beautifully. So someone can go up to a bartender and ask for a lyres old fashioned or a lyre's gin and tonic. Sounds like they're being a little cheeky it sounds like there's a little secret between them and the bartender. So we thought right we struck gold here. This is a really rich vein to mine. So we built the brand around the lyres and it's the brand that you see now.

Tim

Well I think is genius. Talk to us more about building the brand. You've got the name obviously being a podcast it's audio only but the visual brand is quite beautiful. The bottle is beautiful. The labelling is beautiful. Just talk us through how well that came together.

Mark

Sure. And look that's something that our core business does on a daily basis. Branding is something that I actually sort of run masterclasses for start-ups and the lock on so I can talk about this at length Tim. The trick to branding is you want something. You want a property you want something that's gritty that people can fall in love with. And that's what we set out to do as a brand realistically and romantically reflects people and what they aspire to be and what they aspire to what affiliate. So let's look at two ends of the spectrum. So let's look at Rolex watches for example. So Rolex watches. Again it's a physical artefact

that you wear on your wrist that's visible to the public that says I've made it. Now we've of course seen a number of people rip off Rolex watches if you've been to Bali recently I'm sure you can acquire one program for five Australian dollars. But what they're doing is they're borrowing what we call brand equity and they're taking that sort of premium position that Rolex crafted for themselves and they're trying to deliver it at a lower price point. On the other end of the spectrum you've got these every man brand. So let's have a look at Holden now sadly they may close down in Adelaide but for a long time that stood for being Australian supporting Australian industry and supporting Australia as a concept. So if you were driving a Holden Commodore HSV. There was no doubting that the person behind the wheel typically a man was a dyed in the wool knockabout true blue Aussie fella that supported Australian jobs. So that's the sort of signal that was sending as well. So going from the every man brands all the way through to these super premium luxury brands we've got a range of what we call archetypes that sit in the middle. Now archetypal brand theory if your listeners aren't aware of it it's something again you can google. It's really interesting stuff. The basis of the theory is that we have these characters that appear in our lives and works of fiction that are continuously repeating. So for example in the story of King Arthur and the round table we've got Merlin is the wizard in a modern context. We've got the matrix and you can look at Morpheus. He's giving out the blue pill and the red pill. They're being magical and they're transforming the reality of the people around them. That's the archetype that we've selected for lives. We are the magicians we doing the impossible. We're redefining reality with a little bit mystery and with a little bit of magic. So I'd encourage your listeners to have a look at archetypal grand theory and try and work out what archetype fits their brand. And once they work that out that can really help them shape their communication their brand and to come back to your question initially what the visual expression of that brand looks like. So for us you'll see that lyres and thank you. You've called the brand beautiful.

Tim

It jumps out at you I mean I've been lucky enough to hold the bottle and taste it but I'm looking at the range scroll through the website right now and again and I'm encouraging to have a look at it lyres.co. These are absolute beautiful illustrations of sort of magical creatures of frogs. And possums and cats and God knows what. Describe it. You'll do a better job of describing it Mark.

Mark

So what you're referring to is that what we call anthropomorphic animals. So the animals that have both human characteristics as well as animal characteristics. So they're impossible. The reason we selected them as one because we've got a bird as our icon that lyre bird sitting at the top of the pack. But if you look at the animals themselves they all evocative of the providence of the original spirit. So you called out a frog. That's a French frog absence. And our bourbon or American Maltese we call it has a North American black bear on the label and our Coffee liqueur has a south american Jaguar.

Tim

So tell me immediately about the octopus on the spiced cane spirit. What's the relevance there?

Mark

Case spirit is of course our tribute to rum the octopus or the Kraken as we like to call it. That's synonymous with sort of navel exploration and the Caribbean. So we decided that we'd bring him into the mix as well. And of course we've got that whimsical quality as well so if you have a look at the pack I'll just quote from our octopus on side of the pack. It's some men join the Merchant Navy to sail forbidden seas and lands on barbarous coasts. I just needed to escape my local fish and chip shop owner he kept trying to put me in the deep fryer. So it got this little comedic whimsical mysterious fun aspect all of the characters on the labels and that's the thing that we're hoping that consumers fall in love with because coming all the way back to the start of the conversation here we go here's a non-alcoholic spirit. It's already weird. So we sort of lent into it and said well let's lean into the weirdness let's lean into the whimsy and then craft out the brand in that direction.

Tim

A genius. Absolutely genius. So you've got beautiful illustration beautiful bottle. All the bottles of the same. I love the tagline under the variant each time which is impossibly crafted non-alcoholic spirits. That's a lovely lyres in itself. You've got a story on each bottle. So many little branding cues here that I guess that the phrase it gets people to lean into the bottle to read it to engage with it. Share it to pass it around say look at this. This is cool. You're going to have a lot of that I imagine as you market this thing. Now speaking of marketing and by the way we're talking to Mark Living's who is the inventor of lyre's non-alcoholic spirit range from a marketing point of view. Mark you've got a challenge ahead of you. You were very easy to roll off the tongue earlier where you said people who walk up to the barman and say can I have a lyres old fashioned or can I have a lyre's bourbon and coke. How do you do that? I look at the advertising aspect of things like a Jack Daniels or a VB beer or any alcoholic beverage. It looks like it runs into certainly the hundreds of thousands of dollars probably millions of dollars I'm guessing you don't have that. So what's your marketing strategy. You out there trying to get distribution and hope that didn't just feeds through at the bar or you wanting to be on TV and running a clever campaign where people say can I have a lyres. What's the go?

Mark

Yes sure. So what you're referring to. We call in the industry as a barcode. So if you want a product. You make that barcode with a product. So I guess Coke is synonymous now with cola. That's the barcode for a cola. If you want to take that across to other industries you can have a look at things like tissues. People call them by their brand names. Someone says pass me a Kleenex. And if you're looking at vacuum cleaners people still call them hoovers which is a brand of vacuum cleaners its not the only one out there. So for us language in branding and language and marketing is incredibly powerful. If you control the language you can control the consumer's preferences. And if you're synonymous with the category you achieve what we then call category captaincy and that's where everyone looks to you to set the pace. So that's our destination. Now to come back to how do we create that.

That's the mystery. You know people to your point spend hundreds of thousands or millions of dollars trying to get their brand to that point. So for us what our strategy is going to look like is because it's an alcoholic spirit. We really need to engage the people behind the bar. They're the people who recommends things and advocate things to people who walk in I'm sure all of your listeners have had the experience when they walk into a bar and say What do I want. And what we know through observation is people come in and go right. I'm not drinking this month. It's dry July or I'm doing my eight week body challenge or I'm pregnant. They're wondering what's available non-alcoholic. I don't want a mineral water cause it's boring and I don't want a soft drink because it's too sweet. I'll ask there bartender for a recommendation and he or she will then turn around say well what do you normally like to drink. And then hopefully we're hoping that people that go well we can make that for you. And give you a lyre's amaretto sour or a lyres old fashioned. And that's what we're hoping people come into the brand and sort of fall in love with in that way.

Tim

There is a bit of an education not bit of. A big education process for lyres in regards to bartenders. When I sampled lyres at a function a few weeks ago there were two things that you brought to my attention one is they've really got to use the correct ice. They've got to use cube ice as opposed to the thin ice that melts more quickly because lyres doesn't like a lot of water necessarily. And the second part of that was that really a 30 mil shot isn't going to cut it in a standard sized bourbon and coke or a lyres mixer. You really want it a double. They've got to be heavy handed with the mix. So again how do you begin that education process you just hitting around to all the bars in Australia and the world what happens?

Mark

Yeah that's a really important part of it so I'll just touch quickly on the science why we need to do that and then I'll talk to you how we're going to sort of tackle that challenge because these are in a water base rather than an alcohol base. If you add more water they dilute and you lower the flavour profile which is already a challenge because we don't have the benefit of ethanol to carry that flavour forward with us. So that's what we need sort of you know harder ice or larger ice cubes they melt in a slow fashion so it avoids that dilution and then of course to get to the side flavour intensity as an original spirit you do need a slightly larger measure. And that's because we've pushed our flavour intensity right to the cutting edge of food science. If we put in any more subtle core compounds or any more essence from the originals flavour profile we measure it actually precipitates into a solid and it falls to the bottom of the bottle. So we can't see the liquid if that happens. So there are sort of two things that we need to tackle with so you're right Tim. We have an education piece to do. Now one of the most useful things that we've got to our disposal is what we call brand ambassadors. There are people who go out into the trade who evangelize the brand and they talk to the people who are serving. So we are recruiting brand ambassadors in multiple geographies Australia the US the UK and Asia to go and talk to those bars and show them exactly how to use this product. And then we can also recruit influencers. We're living in the age of social media and its importance to the social narrative if we can bring in some key influencers that can show a large number of people in a very short amount of

time. We'll be a long way to having people get their head around this particular emergent and new category on exactly how to use it in bar or when they're making drinks at home.

Tim

Just tell us a little bit more about that. We've talked about influences on the show before brand ambassadors. How do they differ from a sales rep going into a hotel?

Mark

Yeah sure some sales rep will sit there and they'll talk about OK here's the price and here's the terms. And here is when you can pay us an easy discount and so on and so on and so on and brand ambassador doesn't get down into the weeds of the commercial part of the brand. They sit there and they talk about how it's used what it represents what consumer it's being sold to. They're the sort of excitement merchants of the brands that help people understand right. Here's extrinsically all the stuff outside the bottle that matters and intrinsically all this stuff inside the bottle in terms of how it's used. That's what they do really really well. And then once they've established that they then hand to a salesperson orders to discuss the commercials of the brand on the way through. So that brand ambassador model that doesn't apply to just spirits that can work in a number of other industries as well.

Tim

How do you find them?

Mark

You typically recruit them? So they're the elder statesmen and women that the industry Dorian's out there that has got a well-developed reputation that sort of opinion leaders. They're the ones that you sort of track down and find them. So yeah it's it's quite a job to do it but what if you can get one or two into your business. You can cast a really long shadow through the industry and get people up skilled and advocating for your brand in a very very quick way.

Tim

Mark you've just been on trips to the UK to the US talking to potential distributors for the very first time. What's the interest to the uptake of people laughing at you are they sort of closing the door and say Don't tell anyone else about this. This is awesome. What's the reaction been?

Mark

It's it's an interesting one. And to be frank Tim there's been a little bit of door closing like you guys are idiots. You don't understand what a spirit is. But the overwhelming majority of feedback is that's incredible. When is it available and how much is it. So what that's telling us is that we've really really hit this sort of consumer trend with the products at the right time. What's really interesting Tim as well as the industry as a whole is in a bit of an interesting position. So as we talked about earlier in the segment we've got my segments of the population electing to drink less. So what that's manifesting in is if you're a bar or

you're a bottle shop you're getting less footfall you're getting less people come through the front door. So they've got a problem. If they're a major wholesaler or a major distributor this social trend is impacting the entirety of their portfolio. So in the US for example over the last five years we've seen total alcohol sales decrease by close to 1 percent year on year. Courtesy of this macro trend that we're seeing across the entire globe. So these guys are very cognizant of the fact that organically the industry is shrinking and they see brands like lyres that are giving consumers the ability to go and enjoy these venues that are beautiful architecturally where you can go and connect with other humans that promote great conversation. They can continue to deliver the wonderful theatre and pageantry of making a cocktail or fancy drink. They're very Instagramable for young people of course they're saying this is a really interesting way to keep these sorts of venues relevant to consumers as their tastes change so overwhelmingly as we've travelled the world and we've taken the show on the road so to speak. We're being welcomed and it's a really exciting time.

Tim

You're excited about it aren't you?

Mark

You can tell.

Tim

What's it feel like to know that you are onto something special?

Mark

It's an interesting one. Honestly Tim were so exhausted and elated. It's a funny mix of emotions. And I've been here before. The founder of a couple of other businesses and I know this feeling when things start to ramp up and when things really start to work and you start to see that growth happen. You're just so focussed on execution that often it's not for another 12 or 24 36 months that you turn around and look back and you go well my goodness what a journey. We did alright. So I get that feeling coming across me at the moment regarding lyres.

Tim

Well good on you. It's exciting mate. My most of my listeners are in Australia. There are some over in the US and other parts of the world. They can visit lyres.co If they want to try it right now in May 2019 where can they go? I don't mean you to write off an entire list of pubs of the world.

Mark

So look to make it really easy. The products will be available through Dan Murphy's online and a site called Mybottleshop.com.au that will be available within the next sort of four to five days. We've signed up I think close to 13 to 14 major Australian wholesalers and all geographies what that means that'll be percolating through into their local bottle shops or into bars in the very near future. So I would be surprised if they can't find it somewhere nearby by the middle part of may. Now in the US and the UK we're about to announce who

our distributors are there. They're going to be a little slower. I think people in those markets they'll start to see it available closer to July in the northern hemisphere.

Tim

Great distribution already. My last question. Just pricing wise I mean spirits are expensive you know. I do buy spirit in Australia now bourbon and targets 8 10 12 bucks. What are we paying for a lyres bourbon and coke?

Mark

Yeah it's a good question. So to understand the pricing you got to understand what cogs or the cost of goods sold. So if you're a bar you if you're making a cocktail a good chunk of what you're paying across the bar is the labour of the bartender. So lyres are actually quite an expensive product to make. But the good news is that they do sit sort of 10 to 15 percent below what it would cost to buy the original spirit and that'll flow through to what we believe on premise then is we'll be charging. So if you're paying sort of seven or eight or nine dollars for a mixer in the on prem we expect that to be one to two to three dollars cheaper. And if you're paying 15 to 20 dollars for a cocktail we expect that to set it sort of between 10 and 13 dollars. That will vary venue by venue. And it's all to do with exactly what the cost of the labors and what the cost of all the adjacent ingredients that are going into that cocktail as well.

Tim

Mark well done mate I wish you all the luck in the world. And what do I say to finish this one? Cheers?