



Make up to \$3,800 in gross profit and help support Camp Good Days and the local chapter of the Cystic Fibrosis Foundation!

WHAT IS ROB'S GROG?

Rob's Grog is a unique and amazingly delicious drink invented by 97 Rock morning show co-host (and restaurant and comedy club owner) Rob Lederman. And now you can serve it in your restaurant or bar!

Rob's Grog doesn't taste like anything you've ever tried before. Simply mix Rob's Grog mix with each the following:

- Vodka
- Brandy
- Southern Comfort
- Rum
- Canadian Club
- Scotch



You can also
add Butterscotch
Schnapps or come up
with your own recipe!

HOW WILL PEOPLE FIND OUT ABOUT ROB'S GROG?

Throughout November and December, Rob Lederman will be promoting the drink and the restaurants and bars that will be serving it on 97 Rock, Classic Hits 104.1 and 103.3 The Edge. Radio advertising will tell listeners where they can try Rob's Grog!



Plus, we're planning lots of public relations to tell everyone in Western New York about Rob's Grog, the establishments that will serve it, and how purchasing it will benefit the Cystic Fibrosis Foundation and Camp Good Days.

Only the first 30 to 40 restaurants/bars to buy the Official Rob's Grog kit will be mentioned – so hurry!

WHAT DOES THE OFFICIAL ROB'S GROG KIT INCLUDE?

- 5 cases of Rob's Grog (Each case contains (6) 64 oz. boxes)
- 3 Rob's Grog Shakers
- 4 Shot Glasses (1/2 oz)
- 12 Posters for your restaurant/bar
- 20 Table Tents





HOW WILL MY RESTAURANT OR BAR PROFIT?

Whether you serve Rob's Grog in martini glasses, pint glasses or shot glasses, the profit you make will surely put a smile on your face – and the faces of the people you're helping with each case you order.

MARTINIS

6 oz Rob's Grog + 1/2 oz of each alcohol = 96 drinks x a selling price of \$6 ea = \$576 gross/case x 5 cases/kit = \$2,880 gross

PINTS (16OZ)

8 oz Rob's Grog + 1/2 oz of each alcohol + 1 cup ice = 48 drinks x a selling price of \$6 ea = \$288 gross/case x 5 cases/kit = \$1,440 gross

SHOOTERS ((3) 1.5 OZ SHOTS)

3 oz Rob's Grog + 1/4 oz of each alcohol = 128 sets of 3 shots x a selling price of \$6/set of 3 = \$768 gross/case x 5 cases/kit = \$3,840 gross

HOW MUCH DOES THE OFFICIAL ROB'S GROG KIT COST?

Kit cost: \$400
Amount donated and tax-deductible: \$400

Even after the cost of the kit and the cost of the alcohol, Rob's Grog is still extremely profitable.

And, the first 10 restaurants or bars that buy Rob's Grog will get a one-hour celebrity appearance by Rob Lederman.



**Rob Lederman,
97 Rock Morning DJ and
Rob's Grog Creator**

AND THE MONEY GOES TO HELPING KIDS?

YES!

- 100% of the price you pay will be donated to Camp Good Days & Special Times and the Cystic Fibrosis Foundation
- You'll get a donation letter, so the \$400 is 100% tax-deductible for you
- Feel good knowing that your contribution covers the cost of sending a kid to Camp Good Days & Special Times

HOW DO I ORDER?

Call (716) 888-9601 or email rob@secretgourmet.com

