

# Born to Shake's Emporium for Cocktails

110 – 889 Vaughan Ave.

Kelowna, BC

V1Y 3R2

Shayne Labis & Nicole Barron



# Who is Born to Shake / Shayne & Nicole

- Met in 2017
- Started hosting events in 2019
- Incorporated Pour Decisions Entertainment Inc. in 2020
- Weathered the COVID storm through DIY Cocktail Kits
- Mission is to make cocktailing more approachable



# Overview of Proposal

- Applied for a Liquor Primary license with 54 person capacity (30x inside and 24x on patio)
- Hours of operation: 7 days a week from 9am – 2am with service on the patio ending at 11pm
  - Days and times will vary depending on demand, staffing, holidays and events



# Overview of Proposal

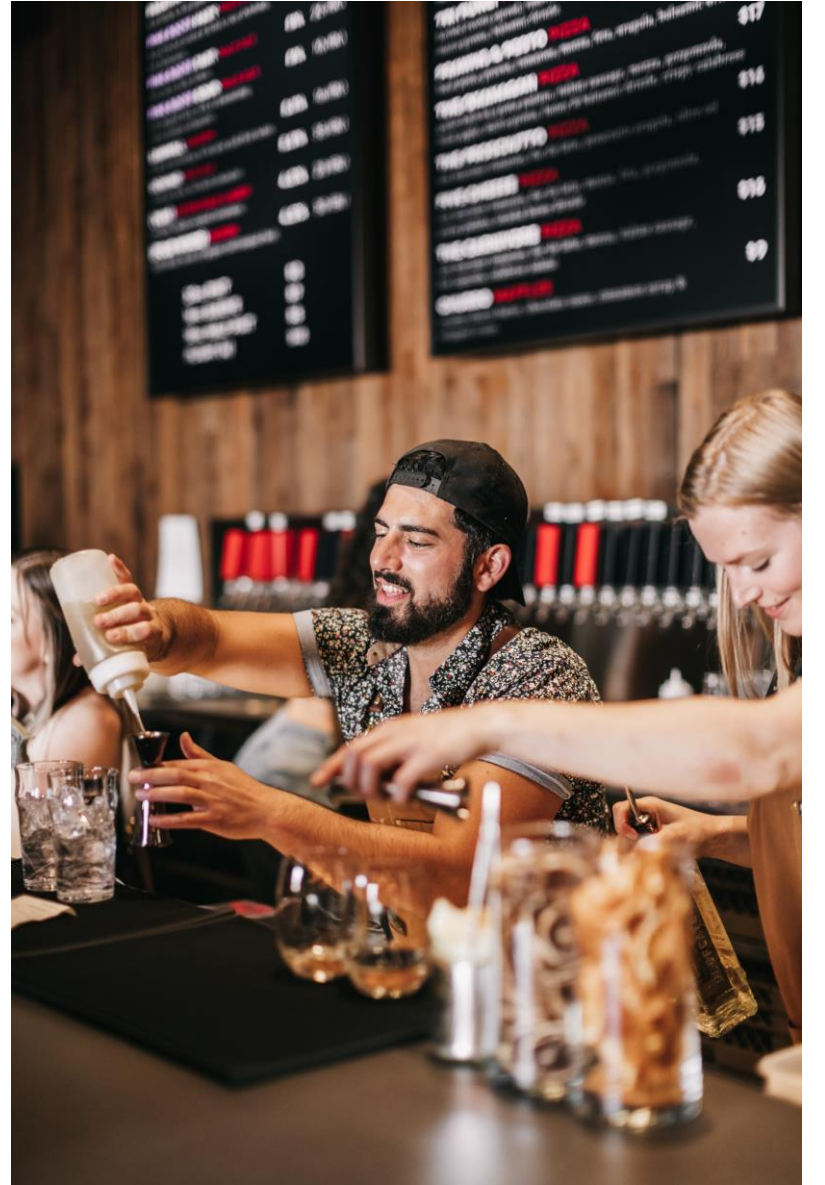
- Goal is to become the "one-stop-shop" for cocktailing in Kelowna
  - Tasting bar for BTS products
  - Cocktail education and sample flights
  - Bartender approved tools
  - Elegant & functional glassware
  - Light snacks, alcoholic and non-alcoholic beverage offerings



# Create Experiences



- Born to Shake is more than just a “cocktail company” – we’re an experiential beverage business
  - Cocktail classes in-person and virtually
  - Private events & celebrations – weddings, birthdays, holidays, meetings, etc.
  - Long table dinners paired with cocktails



# Elevate Cocktails at Home

- Encourage folks of all skill levels to enhance their cocktails or even soda waters at home
- Work with industry partners around the Okanagan to cross utilize our products to better serve our customers



## Winter Buzz



**INGREDIENTS**  
4oz Cloud Horse  
1oz Birds & the Bees syrup  
4oz lemon sparkling water

**METHOD**  
Grab a rocks glass and fill it with ice.  
Add the ingredients above leaving the soda for last.

Give it all a quick stir.

Add a lemon wheel for garnish (if you have it) and enjoy!



SCAN FOR  
DIY COCKTAIL KITS

**BORN TO  
SHAKE**

# Bring People Together... in the North End!

- Complement the food and beverage offerings in the neighbourhood
- Welcoming patio for tourists and new residents





# It Takes a Village – Community Involvement

- When we can, do what we can
  - Encourage others to do the same
  - Incremental help / change has a compounding effect
- “Buy your server a drink” campaign
  - Stober Foundation / The Gratitude Project



# Thank you!

We honestly couldn't be more excited to be a part of this growing community!



**BORN TO SHAKE** 

