

ALC-A-CHINO enters 3 years partnership with Live Nation

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Leading spiked coffee brand, ALC-A-CHINO announced its new three-year partnership with Live Nation, the world's leading live entertainment company.

ALC-A-CHINO will be levelling up their involvement with Live Nation this year, as they debut an on-site branded coffee-shop experience in which the coffee house will be serving ALC-A-CHINO ready-to-drink spiked lattes, including the industry's first-

ever non-dairy spiked oat milk latte.

"When we first met the Live Nation Team, they said ALC-A-CHINO is exactly what they needed to create that special 'coffee shop inspired' experience at their venue," states Greg Howard, President of Howie's Spiked. Howard continues, "The vision of a 'Spirited Coffee House' inside the venue is something Live Nation has had in the pipeline for a couple of years. The popularity of the espresso martini and the love of coffee by nearly 70 per cent of Americans, paired with our bar quality premium RTD coffee cocktails, has helped bring their vision to life."

In addition to onsite product sampling in which concertgoers will have the opportunity to taste various products within the company's wider portfolio, there will also be ALC-A-CHINO brand ambassadors on-site with unique merchandise as well as corn hole games and areas to relax, listen to music and enjoy the buzz of the drinks and the show!