

# TOF Bloody Mary vs. the Competition

© 2006 Doug McWhorter



TOF Bloody Mary \$3.60 PTR  
Daily's Bloody Mary ASP \$3.00 - \$4.50 PTR  
Mr. & Mrs. T's ASP \$3.00 to \$4.00  
Finest Call Bloody Mary ASP \$3.00 to \$4.50  
Zing Zang Bloody Mary ASP \$3.80 to \$5.00

ASP = Average Street Price. Not including split case fees, fuel surcharges & minimum orders

**NOTE:** Zing Zang is loaded with MSG, has 28% more salt, is only 80% juice & uses preservatives.

**Compare the Mary:** Bars take great pride in producing the best Bloody Mary. Here's how they do it:

- Method one: They make them from scratch
- Method two: They buy a mix and then doctor it up
- Method three: They serve a mix as is

Nobody wants to make their mixers from scratch. However, most Bloody Mary mixes are so bad people feel they have no choice. Here's the progression. They buy a mixer and it's not that good. Next, they doctor it up with lots of extras – which adds cost, time & inconsistency. At some point they ask themselves, "why am I buying a mix and fixing it?" This leads to them buying tomato juice and making their own. The only real exceptions to this are Taste of Florida and Zing Zang.

**We Love the Challenge:** At some point someone is going to tell you that NOBODY can beat XXX brand Bloody Mary mix. We think that's funny, because we do it every day -- over 40,000 times! No gimmicks necessary, simply pour three samples (TOF Medium, TOF Spicy & XXX brand) and don't let the customer see which one is which. Now, ask them to pick the ones they like best and in which order. Include several tasters – just to drive our quality home. 98% of the time, the customers will pick our TOF Spicy first, TOF Medium second and XXX brand third.

**Bloody Mary Applications:** Our Bloody can be used for many things. Here's just a few: Micheladas, Red Eyes, Bloody Beers, making chili, making sauces, making marinades, queso dips and much more ...

**It's a money thing:** Your customers aren't saving any money buying cheap Bloody Mary mixes or tomato juice. Adding 5 to 7 ingredients costs lots of money, takes time, spoils easily and causes inconsistencies. With TOF you just add ice and vodka then serve.

**Conclusion:** Our Bloody is really good! It's better than people can make on their own – even if they won't admit it. It solves the following problems: adding multiple ingredients that cost money, labor costs associated with making mixers, spoilage associated with homemade mixes, inconsistencies, returned drinks and slow serving times.

Many applications beyond Bloody Mary's

