

THE VIKING ALCHEMIST MEADERY
“THE BEST MEAD IN GEORGIA”



Social Media Presence

Facebook

3,030

TO

4,560

(20% increase)

<https://www.facebook.com/vikingalchemist>

Instagram

565

TO

1,300

(130% increase)

<https://www.instagram.com/vikingalchemist/>

Sample Posts: Weekly Structure

Mondays

Educational and Informative

Tuesdays

Retail and on-premise co-branding

Wednesdays

Online bottle sales

Thursdays

Tap Room promotion

Weekend

Tap Room promotion, events and specials



Sample Posts: Featuring Bliss

 **The Viking Alchemist Meadery**
November 15, 2019 · 🌐

For the third year running, our BLISS has been voted the best mead in Georgia in the Georgia Trustees Wine & Spirits Challenge! BLISS is made by adding pear and almond in secondary. You get a subtle amaretto aroma and flavor as you drink this sweet mead.

The best mead in Georgia is right here, off Marietta Square!

Tap Room is open Thurs-Fri evenings and Sat-Sun Afternoons. Visit our site for full hours and directions. ... [See More](#)



 **The Viking Alchemist Meadery**
5d · 🌐

Did you know you can order any of our signature meads, online? We'll ship the bottles right to your door. Shipping is free with an order of 6 bottles or more!

Georgia's best mead, Bliss, is back!



 **The Viking Alchemist Meadery**
May 21 · 🌐

The "Best Mead in Georgia" now calls Smyrna home!

Bliss, our signature mead, has been voted the best in Georgia three years in a row. Crafted by adding pear and almond to our flagship mead, Bliss is brewed from local honey using all natural ingredients.

What you get is a subtle amaretto aroma and flavor as you drink this sweet mead. One of our Signature meads, Bliss is available year round in bottle, tap and growler.... [See More](#)



Sample Boosted Post: Featuring Bliss

Performance
\$110.00 spent over 13 days.

Post Engagements i **806**

Reach i **5,936**

Cost Per Post Engagement i **\$0.14**

[Activity](#)


Post Engagement
806

Post Reactions
747

Link Clicks
12

Post Shares
8

Highlighted Comment
Potential customers are commenting on your ad! Reply to join the conversation.

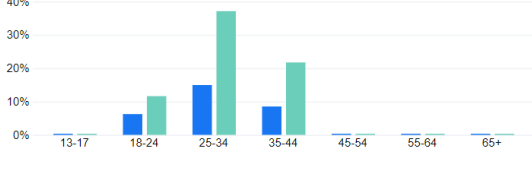
 **Corey Scott**
Gonna have to try this!

[Show All](#) [Reply](#)

Audience
This ad reached 5,936 people in your audience.

[People](#) [Placements](#) [Locations](#)

29.6% Women 70.4% Men



Audience Details ^

Location - Living In
United States: Smyrna (+13 mi) Georgia

Age
21 - 44

People Who Match
Interests: Honey bee, Beer, Wine, Bars, Beekeeping, Mead, Wine tasting, Alcohol, Craft Beer Lovers, Craft Beer Locator or Craft Beer and Brewing

[Edit Audience](#)

Ad Preview ×

 **The Viking Alchemist Meadery**
May 21 · 🌐

The "Best Mead in Georgia" now calls Smyrna home!
Bliss, our signature mead, has been voted the best in Georgia three years in a row. Crafted by adding pear and almond to our flagship mead, Bliss is brewed from local honey using all natural ingredients.

What you get is a subtle amaretto aroma and flavor as you drink this sweet mead. One of our Signature meads, Bliss is available year round in bottle, tap and growler.

Come visit the meadery and discover an ancient drink with a modern twist. Hours of operation are posted on our website.



The Viking Alchemist Meadery
Brewery [Learn More](#)

Sample Posts: Special Tap Room Events

Any special event is supported by multiple posts, event calendar and, sometimes, boosted content. This is a sample of the types of things the meadery will host. Pre-Covid, some event was scheduled every other event.

August

International Mead Day

September

Dragon Con

October

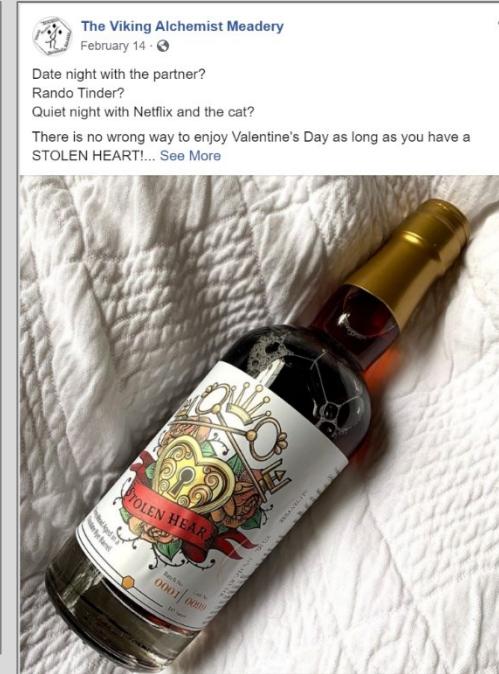
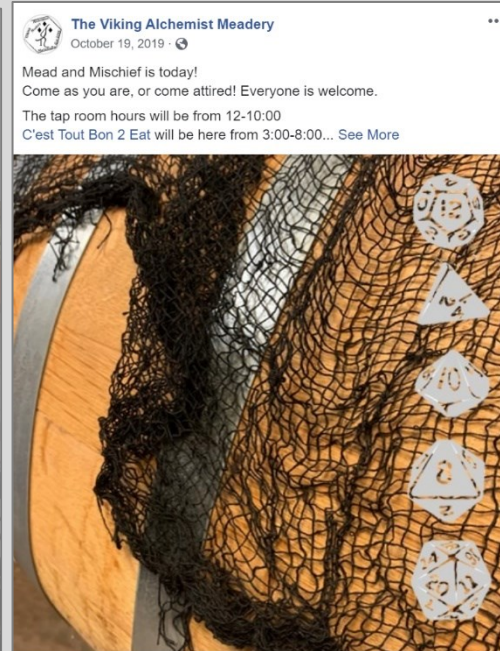
Mead n Mischief

February

Valentine's Day

March

March Meadness



Sample Posts: Ad Hoc

 **The Viking Alchemist Meadery**
May 1 · 🌐

Having moved into a residential area, we are seeing a LOT of neighbors just walking up to meet us and find out what we're up to.
Maybe take a walk over, if you're in the area and discover some mead!
And we like puns. ... [See More](#)



 **The Viking Alchemist Meadery**
February 2 · 🌐

Good morning, campers!
Rise and shine and enjoy this VERY special Groundhog Day.
For the first time in 900 years, the date can be written backwards and forwards exactly the same, worldwide. 02022020. Write all the checks!
The last time this occurred was on 11/11/1111, and the next time will be on 12122121, miss that and it won't happen again til 3030. ... [See More](#)



 **The Viking Alchemist Meadery**
November 8, 2019 · 🌐

All the time....

It's Meadery! **Meatery.**



Sample Posts: Blog Support



The Viking Alchemist Meadery
February 24 · 🌐

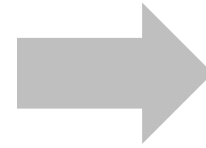
Ever wonder why it's called a "session?"
Wonder no more! In our continuing educational series, we cover the origin, the reason and why it may be great for you and your habits!

<http://ow.ly/xurw50ytEgt>
... See More



VIKINGALCHEMIST.COM

Why Is It Called a "Session" Mead — Viking Alchemist Meadery



VIKING ALCHEMIST MEADERY

February 10, 2020

Why Is It Called A "Session" Mead

As you explore our meads, you're going to run into lots of titles... Signature, barrel-aged, seasonal, session... They all mean something, but it's helpful to know what a session mead (or beer) is and why it's different than a regular mead. The term session refers to the alcohol content of the drink and has its roots in beer brewing.

Typically, a session brew has about half the normal alcohol content to a regular brew. It is designed in a way that one can drink quite a bit of it without feeling the effects or becoming intoxicated. The term goes back to British drinking habits and describes a drinking "session" that might include 6-8 pints.

For a beer, a session is between 3-5%, but for a mead a session is still almost 6.5%. Though half our normal ABV (alcohol by volume) it is still pretty strong beverage. The benefit of the session, however, is that you can try a lot more options and enjoy a larger pour than you normally would.

So, if you're responsible visit is typically a 2-3 pour visit of our Signature meads, you could enjoy 4-6 pours of our session meads. Think of "session" as shorthand for lower alcohol. If you enjoy trying many, many options, sessions are for you.

We also offer two types of session. Sparkling and still. Each has its place and character and, depending on what you enjoy, you may prefer one over the other. For sparkling, our best selling signature has been **Mints of Persia**. A strong minty flavor with an effervescent feeling. If you prefer a still mead, you might try **Lemonage a Trois**, a lemon blueberry mead that has a very strong body. You could always just try a flight of five, and see what you enjoy.

Google SEO Positions


Georgia's Best Mead Rank 1

georgia's best mead

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THE VIKING ALCHEMIST WINS "BEST MEAD IN GEORGIA" FOR THE THIRD YEAR IN A ROW. The Viking Alchemist Meadery's Signature mead, Bliss, has been awarded Best Mead in Georgia in the 2019 Georgia Trustees Wine & Spirits Challenge.



www.vikingalchemist.com
Viking Alchemist Meadery

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THE VIKING ALCHEMIST WINS "BEST MEAD IN GEORGIA ...
Jan 19, 2020 - The Viking Alchemist Meadery's Signature mead, Bliss, has been awarded Best Mead in Georgia in the 2019 Georgia Trustees Wine & Spirits ...

www.ajc.com > raise-glass-these-georgia-meaderies ...
Where to find mead in Atlanta and greater Georgia - AJC.com

Best Mead in Georgia Rank 1

best mead in georgia

www.vikingalchemist.com
Viking Alchemist Meadery
THE VIKING ALCHEMIST WINS "BEST MEAD IN GEORGIA" FOR THE THIRD YEAR IN A ROW. The Viking Alchemist Meadery's Signature mead, Bliss, has been awarded Best Mead in Georgia in the 2019 Georgia Trustees Wine & Spirits Challenge.
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www.ajc.com > raise-glass-these-georgia-meaderies ...
Where to find mead in Atlanta and greater Georgia - AJC.com
May 15, 2019 - Meadmaker Derek Piper, who won Best of Show at the 2015 U.S. Open for his Dark Pearls mead, uses honey from Bee Craft hives supplemented ...

georgiamead.com > georgia-meaderies-list ...
Local Georgia Meaderies
Local Georgia Meaderies ... We turn Honey and Fruit into Wine called Mead! ... our ancestors farmed, and founded upon the principals of good honey and good ...
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www.atlantamagazine.com > Uncategorized ...
There's a movement in Georgia to modernize mead - Atlanta ...
Aug 4, 2018 - Housley and other Georgia meadmakers are looking to elevate the fermented honey wine from an archaic novelty to a beverage as buzzworthy ...
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monksmead.com
Mead from Georgia's First Meadery: Monks Meadery || Atlanta
Monks Meadery, proud to be Georgia's First Meadery. Mead is man's oldest form of alcohol; brewed simply from honey, yeast, and water. Gluten-Free.
Missing: best | Must include: best

Georgia Mead Rank 2

georgia mead

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georgiamead.com > georgia-meaderies-list ...
Local Georgia Meaderies
Local Georgia Meaderies. Etowah Meadery. We turn Honey and Fruit into Wine called Mead! We are a small start up Meadery in ...
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www.vikingalchemist.com
Viking Alchemist Meadery
Award winning meadery located in Smyrna, Georgia. Voted "Best Mead in Georgia" in the Georgia Trustees Wine & Spirits Challenge three years in a row.
[Mead - Honeywine](#) · [Order Mead Online](#) · [Dry Meads](#) · [Sweeter Meads](#)
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monksmead.com
Mead from Georgia's First Meadery: Monks Meadery || Atlanta
Monks Meadery, proud to be Georgia's First Meadery. Mead is man's oldest form of alcohol; brewed simply from honey, yeast, and water. Gluten-Free.
[Shop Online](#) · [Visit](#) · [Products](#) · [Stories](#)

etowahmeadery.com
Etowah Meadery: Georgia Mead

Bottle Sales Year-Over-Year

Brand	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Antimony	51	136	58	97	102	155	100	108	124	131	150	190	1,402
Bliss	55	199	153	178	105	138	181	132	208	172	288	273	2,082
Ethereal	148	160	132	225	70	91	116	111	156	159	204	290	1,862
Mangata	182	151	134	142	146	115	127	130	164	194	234	312	2,031
Skol	91	146	105	91	117	222	117	84	133	119	172	251	1,648
Solification	128	179	96	118	97	138	78	94	149	124	149	248	1,598
Total	655	971	678	851	637	859	719	659	934	899	1,197	1,564	10,623

Product Unit Sales - Savannah Distributing

