

Acquisition is about sparking interest and immediately delivering on your value propositions.

I launched **The Cavalier Club** as a premium members-only society for Tarnished Truth Distilling Company, housed in a landmark hotel with deep Prohibition-era history. The club’s concept was shaped by that legacy, turning heritage into a compelling, themed experience.



APPLICATION FLOW COPY

1. INVITE	2. QUESTIONNAIRE	3a ENROLLMENT COUNTDOWN	3b. ENROLLMENT COUNTDOWN
ALL	APPLICANTS	FILLED OUT QUESTIONNAIRE	DID NOT FILL OUT QUESTIONNAIRE
Tarnished Truth invites you to The Cavalier Club	Your voice matters.	Enrollment period opens soon	Enrollment period opens soon
Behind-the-scenes access like never before.	We want to ensure the best community experience.	Keep an eye out for our next email, where we will announce the opening of our next enrollment period.	Keep an eye out for our next email, where we will announce the opening of our next enrollment period.
Your exclusive invitation from Tarnished Truth	Your voice matters	Enrollment period opens soon	Enrollment period opens soon
[NAME], Your enthusiasm for our distillery is humbling and one of the reasons we launched The Cavalier Club—a members-only experience that offers our most sought-after bottles, curated events, VIP distillery access and firsthand whiskey insights directly from me and our expert team. I'd like to personally invite you to apply for membership.	You were invited because of your deep appreciation for our whiskey and the experiences offered at our distillery. As part of the application process, we would love to hear your unique perspective to ensure that The Cavalier Club offers the best possible community experience. Please help us by sharing your responses to a few brief questions. <TAKE ME TO THE QUESTIONS>	Thank you for filling out the questionnaire and getting one step closer to an extraordinary experience. While you wait for enrollment to open, let us share the recipe for a remarkable cocktail that captures the spirit of our story. Tarnished Truth Old Fashioned Ingredients 2 oz Tarnished Truth 3-Year High Rye Bourbon 0.5 oz Spiced Demerara Syrup 3 Dashes House Blended Bitters Instructions: Add the spiced demerara syrup and bitters to a mixing glass with ice Pour in 2 oz of Tarnished Truth High Rye Bourbon Stir gently for about 20-30 seconds to chill and dilute slightly Strain the mixture into a rocks glass over a large ice cube or ice sphere Garnish with an orange peel (express the oils over the glass before dropping it in) and optionally a brandied cherry Keep an eye out for our next email, where we will announce the opening of our next enrollment period and share a detailed list of all the incredible benefits of membership. If you have any questions or encounter an issue during the application process, feel free to reply directly to this email or send us a message at <concierge@thecavalierclub.vip>	We are excited share the best of our distillery—and our whiskey—together with you. While you wait for enrollment to open, let us share the recipe for a remarkable cocktail that captures the spirit of our story. Tarnished Truth Old Fashioned Ingredients 2 oz Tarnished Truth 3-Year High Rye Bourbon 0.5 oz Spiced Demerara Syrup 3 Dashes House Blended Bitters Instructions: Add the spiced demerara syrup and bitters to a mixing glass with ice Pour in 2 oz of Tarnished Truth High Rye Bourbon Stir gently for about 20-30 seconds to chill and dilute slightly Strain the mixture into a rocks glass over a large ice cube or ice sphere Garnish with an orange peel (express the oils over the glass before dropping it in) and optionally a brandied cherry Keep an eye out for our next email, where we will announce the opening of our next enrollment period and share a detailed list of all the incredible benefits of membership. REMINDER We want to ensure that all members get an exceptional experience and ask that you <please fill out our questionnaire>, as it will be very helpful in shaping The Cavalier Club. If you have any questions or encounter an issue during the application process, feel free to reply directly to this email or send us a message at <concierge@thecavalierclub.vip>
Andrew Yancey, President & Founder [SIGNATURE] YOUR APPLICATION CODE ABCD Apply below using your special code <APPLY NOW> To ensure an intimate and personalized experience, we created this society with a limited number of spots. While we are honored to provide you with this exclusive invitation, applying for membership is not a guarantee of admission to The Cavalier Club. We look forward to reviewing your application. Learn more and apply for membership on <The Cavalier Club> website.	As a member of The Cavalier Club, you will embark on a curated journey that goes behind the scenes of our distillery. When you visit Tarnished Truth Distilling Company, you will be welcomed as a member of the family with special privlidages, including: [IMAGE] Exclusive Member Pour Sip on a complimentary pour of some of our finest whiskey to start your VIP experience. If you have any questions or encounter an issue during the application process, feel free to reply directly to this email or send us a message at <concierge@thecavalierclub.vip>		
Sincerely, The Cavalier Club Concierge Team	Sincerely, The Cavalier Club Concierge Team	Sincerely, The Cavalier Club Concierge Team	Sincerely, The Cavalier Club Concierge Team