

Treetini Program

Brought to you by:

Live it Green and VeeV Spirits

What is the Treetini?

The Treetini is your opportunity to give back to the environment in a much needed and impactful way. **Every time you sell a Treetini, Live it Green will plant a tree and for every bottle of VeeV sold, \$1 is donated back to the conservation of the rainforest.** It's as simple as that to be more eco-friendly. Every person can make a difference!

What do I (restaurant operator) have to do?

Simply sign agreement stating you will insert the Treetini into your systems, track sales, print on your cocktail menu using VeeV Açai Spirit in the recipe and every quarter **send donation of \$50 for every Treetini Sold to Live It Green, LLC.**

What is the Treetini recipe?

The Treetini recipe is whatever you envision it to be. **We suggest using seasonal, local ingredients to create a cocktail that is both eco-friendly and delicious.** Cater your recipe to your geographic, demographic or financial needs; Treetini is simply your marketing tool to run a more "Green" business.

What are the benefits to me (restaurateur)?

There are 3 key benefits to the Treetini program;

1. Listing of your account on the Live it Green and VeeV websites with a link to your website.
2. Excellent PR outreach on your "green" efforts through Live it Green and VeeV, but without the hassle of doing all the work to set up your donation affiliates.
3. Full support of dedicated individuals from Live it Green and VeeV to drive consumers to your property on a continual basis, incentives for staff sales and continuous bartender education.

How should I list the Treetini on my menu?

We recommend doing a few key things throughout your involvement of the program;

1. List on the menu in a visible spot and be proud of your involvement in making a difference.
2. Make a note on the menu about Treetini...ex: *For every Treetini sold a tree is planted and money is donated to rainforest preservation
3. Incorporate Treetini imagery somewhere in your restaurant, Live it Green will help you accomplish this on an individual basis, please ask for advice.

ADDITIONAL INFORMATION ON THE TREETINI PROGRAM:

How are the trees planted?

Trees are planted on a quarterly basis and monitored by a third-party entity using both on-site staff and GPS locators.

Where are the trees planted?

We've made a commitment to plant trees in Tamil Nadu, India, an area ravaged by monsoons and in dire need of reforestation. We may change the planting location in the future, but planting will always be carried out where it's most needed.

What are people saying about offering the Treetini?

We love selling the Treetini at Uncommon Ground because it raises awareness about the importance of trees and their relationship to improving our environment. Our customers can participate in being green by having a tasty drink while donating a tree to a place in dire need of forestation and ecological improvement.

-Helen Cameron, Co-Owner, Uncommon Ground Chicago

It's a very cool, easy way to do something in an eco-friendly way to help the environment, and the effect is really remarkable. It's very difficult for a bar manager to find ways to help the environment.

-Grant Gerdemer, Bar Manager, Whiskey Blue

Live It Green, LLC is an Illinois-based sustainability company focused on making it easier for individuals and corporations to get involved in going green.

VeeV Spirits, LLC is the world's first Certified Carbon Neutral Spirits Company.



live it green.

