

## Lick-quot: Chocolate Shotglasses



Let cupid encourage drinkers.

### Urban Outfitters

Lure alco- and choco-holics alike into your venue this Valentine's Day with Chocolate Shotglasses from Urban Outfitters. These one-inch edible Belgian chocolate cups come in \$12 boxes of 12, perfect for sticky-sweet shot promotions. We even thought up a few: Eat Your Hearts Out, Have a Candy-Coated Good Time, or Give Your Sweetheart a SweetShot.

Urban Outfitters, \$12,  
[www.urbanoutfitters.com](http://www.urbanoutfitters.com)

## Says Her: Luring the Ladies

Advice from an expert in promoting to women.

### Melody Biringer of CRAVE

Creator of the all-women CRAVE party Melody Biringer is known for turning black tie venues into pink bunny-slipper-packed pajama parties. Her \$35 events sell out, with women begging her to throw more parties and come to their cities. So how does this former gourmet food proprietor get the oh-so-lucrative lady crowd to follow her like Page Six paparazzi?

#### 1. Never underestimate the power of the pink drink.

"We always have pink drinks," Biringer says simply. "The full-on bar can be available, but the pink drink sells." She's also had success with "girlie-named" drink specials like Sassy Diva, Sexy Chick and Groovy Darling.

#### 2. Get to know Carrie, Miranda, Charlotte and Samantha.

Instead of lurid flyers that work on frat-minded boys, Biringer says to tone down to a "girls just want to have fun" campaign. And whether you're trying to reach 20- or 30-somethings, studying up on "Sex And The City" can help you empower women with the show's "we don't need men" mentality. Plus, Sex-isms make great party themes, like "Flirtini" Night, "Belles of the Balls," "Date with the City," "All that Glitters," and "Models and Mortals."

#### 3. Make promotions more girl-oriented.

Though word-of-mouth promotion dominates Biringer's gabbing gal parties, she also uses email marketing with messages that look just like the Crave website: pink, cartoonish and adorned with bubbly, bouncy fonts. Biringer adds that working with designers, boutique stores and local non-profit women's groups hone in on her target.

#### 4. "It's fun to sit around in comfy seating."

Biringer usually looks for venues that have "comfy, living room-type furniture." She scouts out places that are "swanky," but what the women really want is luxury without harshness.

#### 5. Talk the (girl)talk.

"Once you talk to girls about shopping and spending time with their friends, it just clicks right away; they get it." And speaking their language, according to Biringer, includes using buzz words like fabulous, girlie, indulgent, soiree, chic, posh, glamorous and of course, crave.

#### 6. "Every once in awhile, a girl has to indulge herself." -Carrie Bradshaw

At Biringer's parties, girls are greeted with a red carpet entryway and the décor inside is no less decadent: The *San Francisco Chronicle* described it as "a glittering, glamorous oasis of girlish delight." Biringer pulls it off with fashion shows, belly dancers, henna tattoo artists, fortunetellers and even firefighters. Little indulgences make big differences.

[www.craveparty.com](http://www.craveparty.com)



Jeremy Harris