

Let's get more locals and new friends into *your bar* this winter.

Mudl is Asheville's cocktail scene in one place: every bar's menu, what's on tonight and where friends are heading. All winter, we're out getting people excited about bars like yours.

You're the bar they just haven't met.

Brandon and Rachel grew up around Asheville, and they've always come into town for a night out. They kept wanting to try somewhere new and never knew where to start. Brandon spent hours on Reddit and Google, sure there was an easier way. Mudl is that easier way, built to support the local businesses pouring into our communities.

Mudl is locals finding your bar, their usual drink there, and sharing it with their friends.

We'd love to come by.

We'll work around your schedule and stay out of your guests' way. All we need is a little of your time and someone behind the bar who's up for it. The shoot, the post and the ad are on us.

Brandon and Rachel

Here's how a collab goes.

- 01 Message us.**
Pick an idea from the back, or bring your own.
- 02 We come by when it suits you.**
Before you open or during service. Rachel shoots your drinks, your people and the feel of the place. The photos are yours to use on your own socials and site.
- 03 We post it with you.**
We write it, you look it over, and it goes up as an Instagram Collab on your feed and ours.
- 04 We pay to show it to locals.**
We run it as an ad to people around Asheville. It goes on Mudl too.

"We want to get Asheville excited about their local cocktail scene."

Brandon, co-founder



Our first post with a bar, shot at Hotel Eve.



See the post on Instagram.

Free for Asheville bars, for good. Ideas and your page are on the back. →

Pick one to start.

Each one is free. Start with whichever sounds good.

Menu highlight

New or seasonal menu? We shoot the drinks and the pour and write the post. Your new menu goes up on Mudl the day it launches.

Shows up on    

Your event

Got a night on the calendar? We shoot the space ahead of time and post it. The event goes on your page and the Mudl home page.

Shows up on    

The holiday lists

We're putting out short lists of bars for these nights. They run as ads, and we're pitching them to local press. Tell us you're in and we'll write up your night.

Shows up on    

The lit icons show where it goes.

 Instagram  Ad around Asheville
 Your Mudl page  Mudl home page

The bartender's usual

One of your bartenders picks their usual. We shoot them making it and credit them by name. The drink goes into Mudl, tagged to your bar.

Shows up on     *Ask for their usual.*

A look inside

A short reel of the room, a couple of drinks and the people behind the bar. It's for anyone who hasn't been in yet.

Shows up on    

NOV 19

Holiday pop-up map

NOV 25

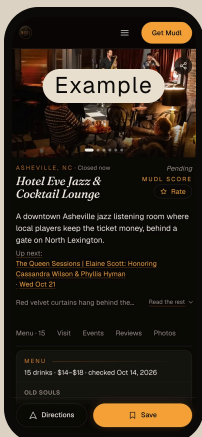
Thanksgiving Eve

DEC 22

The New Year's Eve guide

DEC 24-26

The Open Room



Your bar is already on Mudl.

Your page is up now, with your menu and prices, what's on this week and photos. Send us changes and we'll make them, or claim it and run it yourself.

Claim it, and you can:

-  Keep your menu up to date.
-  Post announcements. It goes to the people who follow your bar.
-  Add and manage your photos.
-  Manage your events.

LIVE

LIVE

LIVE

COMING



Free *forever*.

Asheville bars will never pay for Mudl. Not a trial, not an upsell.

Mudl only works when Asheville's bars are in it. So the shoots and the ads are on us.

Pick one and message Brandon.

Morning, afternoon or night, we'll work around your schedule.

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[@mudl.app](https://mudl.app)

trymudl.com



Your page and the rest of the kit.