

# DO'S

- Feature the appliance in the foreground of all your photos
- Ensure the Drinkworks branding is clearly visible on the Drinkmaker and pods
- Showcase the Drinkmaker and cocktails in lifestyle situations
- Showcase the Drinkmaker in various settings, e.g., in your home bar, on a bar cart, or on your kitchen counter



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# DON'TS

- Cover up the Drinkworks branding
- Position the Drinkmaker in the background of your photo
- Showcase only a finished cocktail
- Focus on food or a food/cocktail pairing
- Feature lifestyle shots of yourself enjoying cocktails, excluding the Drinkmaker

