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THE ULTIMATE CRAFT COCKTAIL

PREMIUM QUALITY ANYTIME... YOUR WAY CHILLED OR FROZEN



NO. 1 PREMIUM READY TO DRINK CRAFT COCKTAIL!





THE NUMBER ONE PREMIUM RTD

PREMIUM QUALITY ANYTIME... YOUR WAY CHILLED OR FROZEN



THE MPACT PROGRAM SOLUTION WORKS

MPACT will guide you with the support to instantly transform any retail space into a highly profitable cocktail destination.

- **MERCHANDISING INNOVATION:** our program is cost effective, easy to implement, and generates sales day one!
- Proven proprietary best-in-class craft cocktails with 50mL mini samples.
- Marketing and support including branded signage & innovative retail space, creative displays.



Launch today without cooler resets.



50mL Samples

Born in Texas now available in most USA Markets

- 18 Million Servings
 - 750 Thousand Cases (9L) equivalent
 - 2 Million Gallons
- ✓ Making MPACT #1 in the USA by volume

Ask about our
Distribution Partner network

THE MARKET OPPORTUNITY

Consumer demand for authentic, great tasting beverages continues to grow, however, the market is flooded with beverage imposters claiming to be authentic. Current adult beverage industry offerings of premixed cocktails taste nothing like a classic cocktail. Mpact is the ultimate craft cocktail... consumers can taste the premium difference.

THE ULTIMATE CRAFT COCKTAIL

ONLY THE 'GOOD STUFF' AND NOTHING ELSE

Handcrafted in small batches, we source the finest ingredients and fruit juices from around the world and sweeten with pure cane sugar. We mix using our industry-changing proprietary Cryopact™ cold filtration process, keeping it fresh, delicious, and ready to drink.



Partner with us to MPACT your profits!



Program Components

Retail Bottle Program

Beverage Solution



Pre-mixed, Ready to Drink Craft Cocktails

Available Retail Size Offerings

Bulk 9L BIBS x2, Case (24 Pack)



Available Flavors (10)

Stock: Rita, Hurricane, Hip-Notical, Piña Colada, Strawberry
Special Order: MPACT Tea, Lemonade, Island Sunset, Arctic Russian

Advertising / Merchandising

MPACT Neon Sign, Rolling Ice Bin, Cooler Suction Rack ect.
 (See Store Set Guide for detail)

Program Support

Discovery consultation, program launch, merchandising,
 direct store delivery or distributor delivery (if applicable)

Retailer Requirements

Alcohol license for beer & wine, cool storage





OUR STORY

The Ultimate Craft Cocktail

Mpact craft cocktails come with a legacy and commitment to premium beverage innovation infused with an island vibe.

Greg Johnson grew up on fishing, flip flops, and the fresh tropical fruit juices of the Caribbean Islands. In 1984, Johnson founded **parrot-ice** with the mission of providing the everyday consumer with the first real-fruit, nutritious, premium frozen beverage. The company knocked down market barriers and became a global success with over 30,000 retail programs.

Johnson founded Mpact Beverage Company in 2012 with the mission to provide the first Ready-to-Drink premium craft cocktail to the everyday adult beverage consumer. This concept development took years, including the construction of a one-of-a-kind state of the art beverage plant, the invention of Cryopact and other revolutionary process innovations. Today, The Mpact Beverage team proudly produces and bottles over one million gallons of small-batch craft cocktails in our Spring, Texas facility.

ONLY THE 'GOOD STUFF'



ALSO AVAILABLE IN BOTTLES

Premium Quality Anytime

Our Batch Masters produce in small batches using a delicate craft approach.

- We use **'only the good stuff'**, the finest ingredients and real fruit juices sourced from all over the world.
- Our alcohol is different because we use a proprietary "Cryopact" process to purify and remove sulfites and other impurities.
- Even our packaging is uniquely engineered to allow the consumer to enjoy it chilled, frozen out of a bottle, or a dispenser.

The marketplace today is flooded with RTD manufacturers who are focused on cost reduction practices resulting in offerings that blend low-grade impure alcohol with corn or artificial sweeteners, sulfite preservatives and flavorings. So, none of "the good stuff." Sure, our quality ingredients cost more, and the technical challenges are great. But the MPACT way is worth it "only the good stuff!"

We invite you to taste the MPACT difference of the first bottled *premium Craft Cocktail*. The market proves consumers can taste the craft cocktail difference and will select premium over second-fiddle alternatives.

TASTE THE MPACT DIFFERENCE... THE ULTIMATE CRAFT COCKTAIL!

MPACTING OUR WORLD BY SAVING OUR NATURAL RESOURCES



Minimizing plastic waste with our pail return & re-use program
Sourcing recyclable materials and retail product packaging
Reclaiming, cleaning & repurposing waste-water for non-product use





THE ULTIMATE CRAFT COCKTAIL

Handcrafted in small batches, we source the finest ingredients and fruit juices from around the world and sweeten with pure natural cane sugar. We mix exclusively with ultra pure alcohol using our industry-changing proprietary Cryopact™ cold filtration process, keeping it fresh, delicious, ready to drink.



ONLY THE 'GOOD STUFF' AND NOTHING ELSE



Add the #1 Premium Craft Cocktail Brand and enjoy premium profits!

- Over 2 Million Gallons Sold Annually
- Pre-mixed cocktail, Ready-to-Drink, ready to sell, chilled or frozen
- Alcohol Regulatory Class: wine permit or full liquor permit
- High volume, premium profits up to 30%
- PLUG-N-PLAY: Merchandising support

Island style
HURRICANE



Enjoy the crisp fresh taste of pineapple juice, orange juice, sweet Louisiana cane sugar, pomegranate fruit extract and our smooth Ultra-Pure Alcohol.
ABV: 12.5%

Island style
RITA



Enjoy the premium Rita experience and the classic taste profile of aged agave balanced to perfection with freshly squeezed juices of lime, lemon, orange, sweet cane sugar and the top note sensation of our Ultra-Pure Alcohol.
ABV: 10.5%

Island style
HIP-NOTICAL



Enjoy the nautical infused superfruit flavor of black currant, a balance of sweet and tart with sweet cane sugar and the top note sensation of our Ultra-Pure Alcohol.
ABV: 12.5%

Island style
Piña Colada



Enjoy the fresh island-grown taste of pineapple, coconut, aged rum flavor and sweet cane sugar and the top note sensation of our Ultra-Pure Alcohol.
ABV: 9%

Island style
STRAWBERRY



Enjoy the taste of real strawberries infused with fresh squeezed lime juice, sweet cane sugar and our smooth Ultra-Pure Alcohol.
ABV: 9.5%

PACKAGE SIZES	BOTTLE - 50ML	BOTTLE-375ML	FOUR PACK-375ML	MASTER CASE - SINGLES	MASTER CASE - 4 PACK
HURRICANE (SKU)	702-50	702-375	702-375-4	702-375-24	702-375-24-4
RITA (SKU)	704-50	704-375	704-375-4	704-375-24	704-375-24-4
HIP-NOTICAL (SKU)	714-50	714-375	714-375-4	714-375-24	714-375-24-4
PINA COLADA (SKU)	716-50	716-375	716-375-4	716-375-24	716-375-24-4
STRAWBERRY (SKU)	723-50	723-375	723-375-4	723-375-24	723-375-24-4



UPC Item: MPACT Item Setup and Specifications Guide Sheet



Request quote or see master price guide

RETAIL STORE ADVERTISING ITEMS & ACCESSORIES

MARKET PROVEN STARTER SET

- POD Cooler Singles: 3 SKU's (Hip-Notical, Hurricane, Others)
- POD Island Style 4-Pack Displays: 3 SKU's
- POD Disruptors & Space Creators: Suction Rack, Cooler Decal, Counter Display Minis

SKU	ITEMS & ACCESSORIES	ORDER TYPE
MPA9078	#1 - Island Style PVC Display - 4-Tier Floor Display - 2 cases (single or 4-pack) 10" w x 9.5" d x 63" h	Stock
MPA9018	#2 - Rolling Ice Bin - Mpact Branded Barrel-Style Cooler - 16.5"x35.5" Bin storage 15" deep, 14" across - Singles Grab-n-Go on ice or ambient	Special Order
	#3 - Cooler Shelf Space - Singles - 375ml Bottles Rita, Hip-Notical, Hurricane, Pina Colada	Stock
MPA9012.8	#4 - "THE ULTIMATE CRAFT COCKTAIL" - "Best Tasting" Cooler Door Rack Bottle Display (5 Bottles) w/suction cups, 15.5" x 5.5"	Stock
MPA9033a	#5 - MPACT Stamp LED Sign - Position in window or in a store backwall Requires 110v receptacle, 28" x 22"	Special Order
MPA9065	"MPACT Your Way" - Cooler Door Decal 5" X 5" circle (Hip-Notical or Hurricane)	Stock
MPA9072	Island Style Corrugated Display - 4-Tier Floor Display - 4 cases (single or 4-pack) 17" w x 11" d x 69" h	Stock
	Shipper 50ml Minis Counter Display - Includes 2 displays/50ml case - 7.125" x 7.125" x 3.1875"	Stock



MPA9065



MPA9012.8



MPA9072



MPA9078



Checkout Counter
Shipper Display



MPA9018



Store Virtual Tour



MPA9033a

MPACT Beverage Company

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A HIGH STRENGTH Cocktail that Doesn't Compromise Taste or Quality

Handcrafted in small batches, we source the finest ingredients and fruit juices from around the world and sweetened with pure natural cane sugar. We mix exclusively with ultra pure alcohol using our industry-changing proprietary Cryopact™ cold filtration process, keeping it fresh, delicious, ready to drink.

ONLY THE 'GOOD STUFF' AND NOTHING ELSE



**Best
Tasting**

MPACT MAX

MPACT... TO THE MAX
✓ MAX STRENGTH
✓ MAX TASTE



GLUTEN FREE



GMO FREE



TD CERTIFIED:
NO SULFITES



PRESERVATIVE
FREE

NEW!

- ✓ PREMIUM QUALITY
- ✓ HIGH STRENGTH ABV
- ✓ SMOOTH, BEST-IN-CLASS CRAFT TASTE
- ✓ REAL FRUIT, CANE SUGAR, ULTRA-PURE ALCOHOL
- ✓ Fun PROPRIETARY stackable PACKAGING

 **MAX HURRICANE**

 **MAX RITA**

 **MAX HIP-NOTICAL**

 **MAX Piña Colada**

 **MAX STRAWBERRY**



THE OTHERS JUST DON'T STACK UP.



MAX HURRICANE



MAX RITA



MAX HIP-NOTICAL



MAX Piña Colada



MAX STRAWBERRY



	MPACT MAX	BuzzBalls	BIG SIPZ	SLAM ZEEZ
ALC/VOL	16%	15%	16%	15%
SMOOTH CRAFT TASTE	✓	✗	✗	✗
REAL FRUIT	✓	✗	✗	✗
FREE FROM: SULFITES, GMOs, PRESERVATIVES, AND GLUTEN	✓	✗	✗	✗
100% REAL CANE SUGAR	✓	✗	✗	✗
SUGGESTED PRICE TO CONSUMER (PTC)	\$3.49 - 3.99	\$3.49 - 3.99	\$3.49 - 3.99	\$3.49 - 3.99

Request quote or see master price guide

RETAIL STORE ADVERTISING ITEMS & ACCESSORIES		
MARKET PROVEN STARTER SET		
SKU	ITEMS & ACCESSORIES	ORDER TYPE
MPA9078	#1 - MPACT MAX PVC Display - 4-Tier Floor Display - 3 cases (single) 10"w x 9.5"d x 63"h	Stock
MPA9018	#2 - Rolling Ice Bin - M Pact Branded Barrel-Style Cooler - 16.5"x35.5" Bin storage 15" deep, 14" across - Singles Grab-n-Go on ice or ambient	Special Order
	#3 - Cooler Shelf Space - <i>Singles</i> - 187ml Bottles Rita, Hip-Notical, Hurricane, Pina Colada	Stock
MPA9015.1	#4 - "MPACT...TO THE MAX" Cooler Door Rack Bottle Display (5 Bottles) w/suction cups, 24.56" x 4.6" x 6.22"	Stock
MPA9033a	#5 - MPACT Stamp LED Sign - Position in window or in a store backwall Requires 110v receptacle, 28" x 22"	Special Order
MPA9080.1 MPA9080.2	"MPACT... TO THE MAX" - Cooler Door Decal 5" X 5" circle (Hip-Notical or Hurricane) Hurricane Hip-Notical	Stock

PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES (24)
HURRICANE (SKU)	702-187	702-187-24
RITA (SKU)	704-187	704-187-24
HIP-NOTICAL (SKU)	714-187	714-187-24
PINA COLADA (SKU)	716-187	716-187-24
STRAWBERRY (SKU)	723-187	723-187-24
DIMENSIONS (LxWxH)	2.9" x 2.9" x 3.1"	17.5" x 6" x 6.56"

OTHER SPECIFICATIONS:
Shelf Life 18 months climate controlled.
Pallet Configurations: 5x18 layers - 90 cases per pallet
Gross Weight: 1,160 lbs / Pallet Dimensions: 48" x 40" x 39"
(can be double-stacked in trailer if desired)



MPA9015.1



MPA9080.1
MPA9080.2



MPA9078



MPactMAX Item Specs Setup



MPACT... TO THE MAX



MAX STRENGTH



MAX TASTE

IN STORE MERCHANDISING SUPPORT

PRICING PROPOSITION

ECONOMICS	\$3.99 OR 2 FOR \$7
SUGGESTED RETAIL PRICE	\$3.99
COST PER UNIT	\$2.53
GROSS PROFIT	\$1.45
GROSS PROFIT MARGIN	36.6%



PREMIUM QUALITY



HIGH STRENGTH ABV



SMOOTH, BEST-IN-CLASS CRAFT TASTE



REAL FRUIT, CANE SUGAR, ULTRA-PURE ALCOHOL



Fun PROPRIETARY stackable PACKAGING



**Ambient Display
(PVC)**



Shipper Box



**Suction Cup
Rack**



**Cooler Door
Sticker**

MPACTMAX HURRICANE COCKTAIL
SINGLE BOTTLE (187ML)



00850074542100



MPACTMAX RITA COCKTAIL
SINGLE BOTTLE (187ML)



00850074542094



MPACTMAX HIP-NOTICAL COCKTAIL
SINGLE BOTTLE (187ML)



00850074542117



MPACTMAX PINA COLADA COCKTAIL
SINGLE BOTTLE (187ML)



00850074542124



MPACTMAX STRAWBERRY COCKTAIL
SINGLE BOTTLE (187ML)



00850074542131



MPACT Beverage Company

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MpactMAX Item Set Up Sheet

PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES
DESCRIPTION	MPACTMAX HURRICANE COCKTAIL SINGLE BOTTLE (187ML)	MPACTMAX HURRICANE COCKTAIL CASE 24 X 1 (187ML)
BAR CODE		
UPC CODE	00850074542100	00850074542162
IMAGE		
MPACT SKU	702-187	702-187-24
PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES
DESCRIPTION	MPACTMAX RITA COCKTAIL SINGLE BOTTLE (187ML)	MPACTMAX RITA COCKTAIL CASE 24 X 1 (187ML)
BAR CODE		
UPC CODE	00850074542094	00850074542155
IMAGE		
MPACT SKU	704-187	704-187-24
PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES
DESCRIPTION	MPACTMAX HIP-NOTICAL COCKTAIL SINGLE BOTTLE (187ML)	MPACTMAX HIP-NOTICAL COCKTAIL CASE 24 X 1 (187ML)
BAR CODE		
UPC CODE	00850074542117	00850074542179
IMAGE		
MPACT SKU	714-187	714-187-24
PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES
DESCRIPTION	MPACTMAX PINA COLADA COCKTAIL SINGLE BOTTLE (187ML)	MPACTMAX PINA COLADA COCKTAIL CASE 24 X 1 (187ML)
BAR CODE		
UPC CODE	00850074542124	00850074542186
IMAGE		
MPACT SKU	716-187	716-187-24
PACKAGE SIZES	BOTTLE - 187ML	MASTER CASE - SINGLES
DESCRIPTION	MPACTMAX STRAWBERRY COCKTAIL SINGLE BOTTLE (187ML)	MPACTMAX STRAWBERRY COCKTAIL CASE 24 X 1 (187ML)
BAR CODE		
UPC CODE	00850074542131	00850074542148
IMAGE		
MPACT SKU	723-187	723-187-24