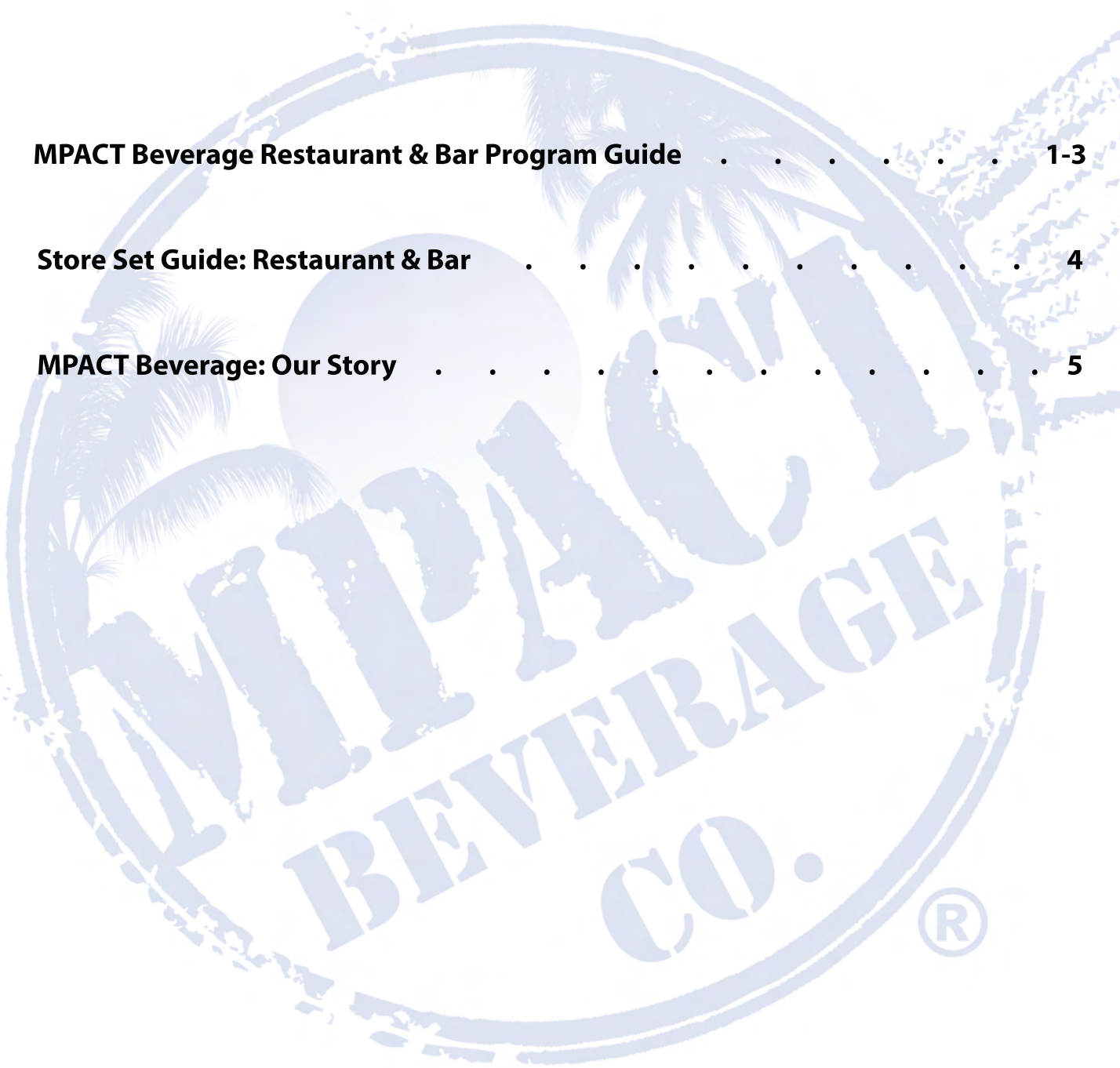


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THE ULTIMATE CRAFT COCKTAIL

PREMIUM QUALITY ANYTIME... YOUR WAY CHILLED OR FROZEN
A BETTER COCKTAIL SOLUTION



Restaurant & Bars



THE ULTIMATE CRAFT COCKTAIL

PREMIUM QUALITY... ANYTIME... YOUR WAY CHILLED OR FROZEN

PROFIT 70-80%!

Re-invented for today's Restaurant and Bar cocktail market!

THE MARKET

- Consumers love cocktails - premixed cocktail beverage sales increased by 100% in 2022.
- Operators identify labor challenges as the #1 obstacle to growth.
- Consumers site consistent quality taste as the #1 reason they select adult beverages, not price.



CONSUMER TREND

- Consumers prefer food and beverage establishments that offer crafted quality, convenience, and alcohol TO-GO choices. Today's operators must consider takeout and delivery of adult beverages as a key revenue building strategy. This trend is expected to continue.

THE CHALLENGE IN SERVING COCKTAILS

- Consistently preparing a quality craft cocktail
- Managing limited labor and high preparation cost
- Controlling ingredients and liquor varieties
- Selecting, operating and maintaining dispensing equipment
- Serving compliant & functional TO-GO packaging
- Advertising and promotional support



MPACT PROGRAM SOLUTION

✓ **QUALITY** ✓ **CONSISTENCY** ✓ **COST CONTROLS**

- Premixed Premium Cocktails
- Alcohol inventory cost controls
- No. 1 Premium craft cocktail brand (1 million gallons per year)
- Alcohol Regulatory Class: wine permit or mixed beverage permit
- ABV - 9-14.5% (classic cocktail standard)
- Exceptional profits up to 70-80% with cost controls

MPACT Island Style Craft Cocktails in bottles or bulk 5 gallon pails. No additional preparation required. To make it your way, add your special ingredients or a splash of your top-shelf alcohol brand. Customize to make your own signature cocktails with **MIXMASTER** Premium Fruit Puree Mix Concentrates.

EASY TO IMPLEMENT, SIMPLE TO OPERATE

Plug N Play - Serve it your way

- Frozen dispensed - Bulk 5 gallon pails
- Chilled, on the rocks, from a tap or store-n-pour
- Single serve bottles - 375ml
- On premise or TO-GO
- Marketing Support
- Proven success in most every format from QSR to fine dining.

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 natural Louisiana cane sugar. We mix exclusively with ultra pure alcohol using our industry-changing proprietary Cryopact™ cold filtration process, keeping it fresh, delicious, and ready to drink.



MPACT Beverage Company

832-559-8633 sales@mpactbeverage.com www.mpbctbeverage.com
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G *Daiquiris To Go*



A. MPA9033 Sign - Neon "MPACT Island style Craft Cocktails" 28" x 22"

B. DMW Machine - 2 Cylinder 31.9" x 17" x 30"

C. MPA9049 Sign - Backlit for DMW Dispenser (Double). MPACT. "Frozen Craft Cocktail" 14.75" x 4"

D. MPA9054 Signs - Magnetic Flavor Sign for DMW Dispenser (Available in standard or custom flavors)

E. MPA9014 Beach bucket with ice for table service

F. MPA9041 Table Tent Holder - Acrylic MPACT Branded 4" x 6"

MPA9006 Table Tent Insert - Customizable 4" x 6" full color, double sided

G. MPA9062 Sign - LED "DAIQUIRIS TO-GO" Cursive Neon 36" x 7" (Indoor)



Restaurant & Bar Advertising Store Set Guide 2022

MPA9050a



MPA9054



MPA274.1 (REV B)



MPA9056



MPA275



MPA9049.2a



MPA9041.2
MPA9006.7



MPA9051



MPA9033



MPA248.64



MPA9043



MPA206

MPA205

Request quote or see master price guide

FOOD SERVICE ADVERTISING ITEMS & ACCESSORIES

SKU	DESCRIPTION	ORDER TYPE
PROGRAM ITEMS & ACCESSORIES		
BESSCO ITEM #	DMW Machine 2 Cylinder 31.9" x 17" x 30"	Available through Bessco
MPA274.1 (REV B)	Bracket for Half Gallon Bag	MPACT loaner
MPA9056	Portion Pump	stock
MPA275	Mixing Pail - 2 Gallons	stock
296	Pail Lid Opener for 5 Gallon Pail	stock
ADVERTISING ACCESSORIES		
MPA9033	Sign - Neon "MPACT Island Style Craft Cocktails" 28" x 22"	MPACT loaner
MPA9049.2a	Sign - Backlit for DMW Dispenser (Double). MPACT. "Frozen Craft Cocktail" - 15.45 x 4.5	stock
MPA9041.2	Table Tent Holder Acrylic MPACT Branded 4" x 6"	stock
MPA9006.7	Table Tent Custom Insert 4" x 6" full color, double sided	in stock / custom order
MPA9051	Menu Insert - Custom - 4" x 3"	special order
MPA9050a.1-13	Signs - Backlit Flavor Signs for DMW Dispenser (12 flavors available) - 8.4" x 5" (.1) Rita, (.2) Hurricane, (.3) Hip-Notical, (.4) Island Sunset, (.5) Pina Colada, (.6) Artic Russian, (.7) Melon Bomb, (.8) Pineapple Marretto, (.9) Island Peach, (.10) Island Strawberry, (.11) Island Style Lemonade, (.12) Island Style Tea (.13) Jamaica Me Loco	stock
MPA9050a.14	Sign - Backlit Flavor Signs - Custom 8.4" x 5"	special order
MPA9054.1-13	Signs - Magnetic Flavor Sign for DMW Dispenser (12 flavors available) - 6.75" x 2.4" (.1) Rita, (.2) Hurricane, (.3) Hip-Notical, (.4) Island Sunset, (.5) Pina Colada, (.6) Artic Russian, (.7) Melon Bomb, (.8) Pineapple Marretto, (.9) Island Peach, (.10) Island Strawberry, (.11) Island Style Lemonade, (.12) Island Style Tea (.13) Jamaica Me Loco	stock
MPA9054.14	Sign - Magnetic Flavor Sign - Custom 6.75" x 2.4"	special order
	Cabana - MPACT Tropical	Available through Bessco
TO-GO ACCESSORIES		
MPA248.64	TO GO Drink Bag - Half Gallon (64oz) 50ct./case	stock
MPA9043	Seal Tape Label "Must Be 21" "MPACT Beverage"	stock
MPA205	Cups Plastic - MPACT Branded - 12 oz - 1,000/case	stock
MPA206	Lids Plastic - for MPACT Branded Cups - 1,000/case	stock

MPACT Beverage Company

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OUR STORY

THE MPACT DIFFERENCE...

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.

TASTE THE DIFFERENCE...

No one crafts like Mpact.

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!

TASTE THE 'GOOD STUFF'



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

