Retail Bottle - Table of Contents

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MPACT Beverage Company
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Bottle Program

MPACT YOUR PROFITS $!

WITH 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

Thirsty Texans drank a lot of MPACT this year!

- 18 Million Servings
- 750 Thousand Cases (9L) equivalent
- 1.5 Million Gallons

Making MPACT #1 in the USA by volume

Partner with us and go to market with "the Number one Premium craft cocktail Brand"

...The opportunity is "As Big as Texas"

Big Volume... Big Margins... Big 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.

GLUTEN FREE · GMO FREE · PRESERVATIVE FREE

THE MARKET CHALLENGE

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 difference.

Partner with us to MPACT your profits!

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Program Components	Retail Bottle Program
Beverage Solution	**Pre-mixed,** Ready to Drink Craft Cocktails
Available Retail Size Offerings	Single 375ml, 4 packs, Case (24 pack)
Available Flavors (9)	**Stock:** Rita, Hurricane, Hip-Notical, Piña Colada **Special Order:** MPACT Tea, Lemonade, Island Sunset, Artic 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

REV 6.2.22

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AnswerScan 2
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Managing People 5
Profile 6
Marketing 7
Insider Survey 8
LOOK INSIDE...
Greg Johnson's Ticket to Parrot Ice: Controlled Growth
Page 6

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 'GOOD STUFF'

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!

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

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Retail Bottle Merchandising Store Set Guide 2022

#1

Case Display
3 Cases 24-Pack 375 ML Bottles
14" x 9.5" x 7.5"
Rita, Hip-Notical, Hurriance

#2

A. Rolling Ice Bin 16.5" x 35.5"
Bin Storage 15" deep 14" across

B. MPACT Island Directional Sign Set
Sign post (22 x 8)

#3

Cooler Shelf Space - 4packs or Singles
375 ML Bottles Rita, Hurricane, Piña Colada
Hip-Notical

#4

Cooler Rack Display
Holds 5 Bottles 15.5" x 5.5"
Rita, Hurricane, Hip-Notical

Printed_____ Title_____

Signature_____ Date_____

Retail Bottle Advertising Store Set Guide 2022

MPA9012.4

MPA9012.3

MPA9012.2

MPA9033

MPA21533

MPA719-50-50

MPA9014.5a

MPA9014

MPA9052

MPA9042

MPA9018

Request quote or see master price guide

RETAIL STORE ADVERTISING ITEMS & ACCESSORIES

SKU	DESCRIPTION	ORDER TYPE
	STANDARD SET	
MPA9018	Rolling Cooler Bin - MPACT Branded Barrel style 16.5" x 35.5"	loaner
MPA9042a	Large Directional Sign for Rolling Cooler Bin. MPACT branded. 5 parts per set. - 21" x 4.353" *"MPACT Island Craft Cocktails"* 21" x 8.5" *"Best Value"* 19.5" x 3" *"Hurricane"* 20.5" x 3 1/8" *"Enjoy Your Craft Cocktail"* 20.5" x 3 1/8"	loaner
MPA9014	Beach Bucket Mpact Branded Sample Display 5 quarts	loaner
MPA9014.5a	Mini Directional Sign Display for Beach Bucket 7"x 20.223"	loaner
MPA21533	Decal *"Ask for a sample"* 3.5" x 2"	stock
MPA9012.2	Cooler Door Rack Bottle Display (5 Bottles) 15.5" x 5.5" *Hurricane*	stock
MPA9012.3	Cooler Door Rack Bottle Display (5 Bottles) 15.5" x 5.5" *Rita*	stock
MPA9012.4	Cooler Door Rack Bottle Display (5 Bottles) 15.5" x 5.5" *Hip-Notical*	stock
MPA719-50-50	Mixed Sample Case 50 (20 Hip-Notical, 15 Hurricane, 15 Rita)	stock
MPA9052	Special Pricing Sticker - Custom	stock
	ACCESSORIES	
MPA9033	Mpact Neon Sign	loaner

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