

Restaurant & Bar - Table of Contents

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THE ULTIMATE CRAFT COCKTAIL

TASTE THE 'GOOD STUFF'. ANYTIME. ANYWHERE. YOUR WAY.





RE-INVENTING THE WAY COCKTAILS ARE MADE AND SERVED

The Market

Research shows that consumers prefer Food and Beverage establishments that offer handcrafted quality, convenience and an alcohol TO-GO choice. As an operator you've seen the explosion as takeout and delivery have become a part of life for a majority of U.S. consumers. This trend is expected to continue through 2022 and beyond.

The 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.

Other challenges include:

- Consistently preparing a quality craft cocktail
- Managing limited labor and high preparation cost
- Controlling ingredients and liquor varieties





THE MPACT SOLUTION

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 grown in Louisiana. We mix using our industry-changing proprietary Cryopact™ cold filtration process, keeping it fresh, delicious, and ready to drink.



GLUTEN FREE



GMO FREE



SULFITE FREE



PRESERVATIVE FREE

EXCEPTIONAL PROFITS 70-80%

PRE-MIXED, READY TO DRINK, READY TO SERVE

Bulk 5-gallon pails or bottles. No additional preparation or batching.

EASY TO IMPLEMENT, SIMPLE TO OPERATE

SERVE IT YOUR WAY

Chilled, on the rocks, frozen, frozen dispensed, single bottle, from tap or store-n-pour.



Available Cocktails & ABV%	Description	5 Gallon Pail	375ml Bottles
Islander Rita 10.5%	Aged agave, freshly squeezed juices of lime, lemon, and orange	✓	✓
Island Hurricane 12.5%	Pineapple juice, orange juice, pomegranate fruit extract, and fermented rum	✓	✓
Hip-Notical 12.5%	Nautical superfruit black currant, a balance of sweet and tart	✓	✓
Island Piña Colada 9%	Fresh island grown pineapple, coconut, aged rum flavor	✓	✓
Island Sunset 14%	Fresh island grown oranges and aged rum	✓	
Island Mpack Tea 12%	Fresh squeezed lemon juice, tropical citrus, and a splash of cola	✓	
Arctic Russian 9.5%	A creamy blend of fresh coffee flavor and rich vanilla	✓	
Lemonade 10.5%	The perfect blend of sweet and tart with freshly squeezed, sun-ripened lemons	✓	
Pineapple Maretti 11%	The rich taste of amaretto with a tropical twist—pure island grown pineapple	✓	
Melon Bomb 12.5%	An explosive combo of sweet green melon, bold and tangy pineapple	✓	
Jamaica Me Loco 12.5%	A dreamy medley of island grown pineapple, coconut, fresh squeezed oranges	✓	
Peach 10%	Juicy peaches, fresh squeezed lime	✓	
Strawberry 10%	Real strawberries, fresh squeezed lemon and lime	✓	



OUR STORY

INSPIRED INNOVATION

The legacy of the Ultimate Craft Cocktail began with founder Greg Johnson's lifelong pursuit of beverage innovation, a passion for fresh natural taste and the tenacity to push past traditional industry boundaries. Johnson observed that quality beer and wine were available almost anywhere, however, a quality cocktail could only be found in restaurants and bars. Other beverages on the market were 'cocktails' in name only and did not taste like an authentic cocktail.

Johnson started MPACT Beverage to take on the challenge of producing a premium, ready-to-drink craft cocktail, the first of its kind in the industry. He met the challenge and invented a craft cocktail like no other – the Ultimate Craft Cocktail. It combined only the finest ingredients, including fruit and juices sourced from around the world, and mixed with ultra-pure alcohol containing NO sulfites, preservatives or other derogatory ingredients known to cause headaches. Only the 'good stuff', and nothing else!

MPACTING OUR WORLD BY SAVING OUR NATURAL RESOURCES



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

HOW IT WORKS

It all starts with a discovery consultation to evaluate your needs.

Give us a call and learn more!

832-559-8633

TASTE THE 'GOOD STUFF'



A HISTORY OF SUCCESS

Johnson, a degreed engineer, has long been recognized as a maverick, innovator and entrepreneur. He has earned numerous patents, awards and built his first company, Parrot-Ice Drink Products, into a hundred-million-dollar global organization. Parrot-Ice became the top premium frozen brand in the United States and the first to offer a real fruit frozen beverage.

In 2014, MPACT Beverage introduced its innovative product and program to the Texas adult beverage market, causing the state's hardly existent Cocktail To-Go Industry to explode with growth. MPACT began to supply and support daiquiri businesses state-wide.

Today, MPACT Beverage is the #1 craft cocktail provider and the leading Texas alcohol producer in its class, with over 1 million gallons batched per year and is an award winner of INC 5000's "Fastest Growing Companies."



Scan the QR Code
for a recipe guide





Premium Fruit Puree's & Concentrates Mixology simplified

THE MIXMASTER system of premium fruit puree's is made with real fruit and the finest ingredients. It is designed and balanced to mix and match, creating countless combinations of great tasting cocktails or fruit smoothies.

THE CHALLENGE

- Effectively expanding your cocktail offerings
- Creating your own signature cocktail
- Consistently preparing a craft quality cocktail
- Managing limited labor and high preparation cost
- Controlling multiple ingredients and liquor varieties

THE MPACT SOLUTION

MIXMASTERS by MPACT makes it simple and versatile—designed to keep mixology simple and your cocktails perfect every time.

We source the finest fruit puree's and juices from all over the planet to create a premium, made-from-scratch cocktail profile.

The result is a simple to operate, consistent, controllable and quality beverage with 80% gross margin or better!

MAKE IT YOUR WAY

1. **Batch** or prepare individual Cocktails by the portion using **MIXMASTER** Fruit Puree's and **MPACT CLEAR** ultra-pure neutral alcohol or your choice of liquor.
2. **Quick batch** using our **MPACT Island Style** premixed craft cocktail in it's 5-gallon pail as a base and add **MIXMASTER** Puree's, or a splash of your top-shelf alcohol brand. Customize to make your own signature cocktail.

SERVER IT YOUR WAY: Frozen, dispensed, blended, or on the rocks!

FRUIT RITA'S

Add 1oz of puree directly to our premixed frozen dispensed Rita to make an almost unlimited selection of flavored margaritas.

ONLY THE 'GOOD STUFF' AND NOTHING ELSE



Enjoy exceptional profit margins!



Recipe Guide

MPACT Beverage Company

832-559-8633 sales@mpactbeverage.com www.mpactbeverage.com

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IT WORKS... make dozens of cocktails simply

Blend **MIXMASTER**s with premixed **MPACT Island Style Craft Cocktails**, **MPACT CLEAR** ultra-pure neutral alcohol, or your preferred liquor to make dozens of cocktails. For delicious non-alcoholic beverages, simply add to a base of your choice.

- Cost effective and highly profitable.
- Premium, made-from-scratch cocktail profile.
- Quality: real fruit puree and juices sourced from all over the planet!
- Formulated PH and sweetness—mix & match to create hundreds of cocktail offerings.
- Consistency: Simple recipes require 50% fewer ingredients for improved repeatability.
- Flexibility: Prepare a large multi-serving batch or a single serving portion.
- Perfect for your frozen dispenser, blender or served on the rocks.
- Mix with **MPACT Rita** Craft Cocktail to make fruit Ritas.



Mix and match with **MPACT Pre-mixed Craft Cocktails** to expand offerings.

MIXMASTER FRUIT CONCENTRATES	DESCRIPTION (1+4) packed 6 x 1/2 gallon bottles per case
Piña Colada	Cream of coconut and pineapple
Strawberry	Chunky sweet strawberries and lime juice
Mango	Tropical mango juice and mango puree
Banana	Banana puree and banana juice
Pineapple	Pineapple juice and pineapple puree
Watermelon	Watermelon juice and puree
Cherry	Cherry juice and puree
Green Apple	Sweet and tart green apple juice
Peach	Sweet ripe peaches in juice
MIXMASTER FRUIT FLAVORED SYRUPS	DESCRIPTION (1+5) CS pack 6 x 1/2 gallon bottles
Green Melon	Sweet green melon syrup
Blue Raspberry	Sweet raspberry syrup
MIXMASTER LIQUOR TYPE FLAVOR CONCENTRATES	DESCRIPTION (1+64)
Tequila, Caribbean Rum, Amaretto	Designer flavors formulated to profile most liquor brands

MIX WITH **MPACT CLEAR**



HOW IT WORKS

It all starts with a discovery consultation to evaluate your needs.

Give us a call and learn more!

832-559-8633



MPACT[®] CLEAR

F O R E V E R -

MPACT Clear is our premium, ultra-pure, neutral alcohol—perfect for sipping or mixing with any cocktail recipe. Ready to be enjoyed anytime, anywhere!

ONLY THE 'GOOD STUFF' AND NOTHING ELSE

True to its name, MPACT Clear is 100% clarified and purified. It contains no sulfites, preservatives or other derogatory ingredients known to cause headaches. It is unlike any alcohol on the market.

We begin with fermented sweet molasses derived from Florida oranges that we take through multiple proprietary processes, including our Cryopact™ cold filtration technology. The result is a smooth, ultra-pure, fermented neutral vodka type—the key to the Ultimate Craft Cocktail.

What is 'Other than Standard Orange Wine'?

Having a TTB regulatory tax classification of “other than standard orange wine” is government language describing the alcohol type as **not** a regular table wine (other) but taxed in the same class and sold in establishments where wine is allowed. MPACT Clear is a neutral alcohol that is easily modified to create profiles of the finest popular distilled Adult Beverage types including tequila, rum, and whiskey types.

Available in 16%, 14% and sweet 10% ABV.





MPACT CLEAR

MPACT Neutral Alcohol	Description	Packaging Sizes
White Label	10% ABV Neutral Sweet	5 Gallon Pail (18.9 L)
Silver Label	14% ABV Neutral	5 Gallon Pail (18.9 L)
Gold Label	16% ABV Neutral	5 Gallon Pail (18.9 L)

Mix and match with MPACT Island Style Craft Cocktails and MIXMASTER premium fruit purees and concentrates to expand offerings.



Available in 5 gallon pails



- Premium ultra-pure neutral alcohol mixes perfectly with any cocktail
- Mix to make great tasting craft cocktails
- Available in 5-gallon pails to simplify batching
- A single cost-effective premium alcohol reduces costs and improves quality
- Complies with nearly all alcohol license types

HOW IT WORKS

It all starts with a discovery consultation to evaluate your needs.

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MPACT Beverage Company

832-559-8633 sales@mpactbeverage.com www.mpactbeverage.com

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Restaurant & Bar Dispense or Bottle Program 2021

THE ULTIMATE CRAFT COCKTAIL

Re-invented for today's food service cocktail market!



Simply serve the 'good stuff.' Anytime. Anywhere. Your way.

THE MARKET



- Ready to drink adult beverage sales increased by 88% in 2020.
- 60% of adult beverage customers prefer alternatives to beer.
- Consumers site taste as the #1 reason they select adult beverages, not price.

• Research shows that consumers prefer food and beverage establishments that offer handcrafted quality, convenience, and alcohol TO-GO choices. As an operator, you've seen the explosion as takeout and delivery have become a part of life for a majority of U.S. consumers. This trend is expected to continue through 2022 and beyond.

THE CHALLENGE

- 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 promoting cocktail offerings

HOW IT WORKS

It all starts with a discovery consultation to evaluate your needs.

Give us a call and learn more!

832-559-8633



MPACT PROGRAM SOLUTION

- Premixed • Ready to serve • Ready to drink craft cocktails

MPACT Island Style Craft Cocktails are premixed in 5-gallon pails or single-serve bottles. 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 **MPACT CLEAR**, our ultra-pure neutral alcohol, or **MIXMASTER** Premium Fruit Puree Mix Concentrates.

EASY TO IMPLEMENT, SIMPLE TO OPERATE

Serve it your way

- Frozen dispensed
- Chilled, on the rocks, from a tap or store-n-pour
- Single serve bottles
- On premise or TO-GO

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.



TASTE THE 'GOOD STUFF'

MPACT Beverage Company





Program Components

Restaurant & Bar Dispense & Bottle Program

Beverage Solution



Pre-mixed, ready to drink craft cocktails



MIXMASTER
BY MPACT BEVERAGE CO.

Premium fruit puree mix concentrates



MPACT CLEAR
PUREVIA

Ultra-pure, neutral alcohol



Equipment Configuration Options

2 Cylinders: 6 flavors
4 Cylinders: 16 flavors
8 Cylinders: 20+ flavors

Available Flavors (14)

Rita, Hurricane, Hip-Notical, Pina Colada, Mpact Tea, Island Style Lemonade, Island Sunset, Arctic Russian, Peach, Strawberry (See product guide for details).

Advertising / Merchandising

MPACT neon sign, branded table tent, menu inserts, etc. (See advertising guide for details).

TO-GO Accessories



(See Advertising Guide for more details).

Program Support

Discovery consultation, supplier referrals, licensing, architecture, construction, program launch, merchandising, direct store delivery or distributor delivery (if applicable).

Retailer Requirements

Alcohol license for on-premise serving of beer, wine, mixed beverages, Texas BG.

Restaurant & Bar Merchandising Store Set Guide 2021

#1

#2

#1

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

#2

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

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

D. Signs - Pina Colada Flavor Sign 6.5" x 2"
Hip-Notical Flavor Sign 6.5" x 2"
(See back for more flavors)

E. Single Bottles (375 ML)
Rita, Hurricane, Hip-Notical, Piña Colada

#3

F. Table Tent Holder - Acrylic MPACT Branded 4" x 6"
Table Tent Insert - Customizable 4" x 6" full color,
double sided

Approved _____

Date _____

A

B

C

D

E

F

#3



Restaurant & Bar Advertising Store Set 2021

MPA9050a



MPA9054



MPA274.1 (REV B)



MPA9056



MPA275



MPA9049.2a



MPA9041.2
MPA9006.7



MPA9051



MPA248.64



MPA9033



MPA206

MPA205



MPA9040



MPA9043

Request quote or see master price guide

FOOD SERVICE ADVERTISING ITEMS & ACCESSORIES

SKU	DESCRIPTION	ORDER TYPE
PROGRAM ITEMS & ACCESSORIES		
	DMW Machine 2 Cylinders 31.9" x 17" x 30"	Available through Besco
MPA274.1 (REV B)	Bracket for Half Gallon Bag	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"	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
MPA9040	Table Tent Base Decal 1.125" x 5"	
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 Besco
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 Food Service Dispense Economic Overview 2021

*Economic model assumes two distinct sales categories: 1. Sales On Premise 2. Sales TO-GO

ECONOMICS - by serving size	12 oz 	64oz (1/2 gallon) 
Suggested Retail Price	\$6.50	\$30.00
Cost of Cocktail Per Serving	\$1.09	\$5.82
Gross Profit Per Serving	\$5.41	\$24.18
Gross Profit Margin %	83%	81%

Sales on Premise 12oz

ECONOMICS by YEAR	Serving Sales Per Day - Scenarios (Average)		
Servings Sold per day (12 oz servings)	20	50	100
Revenue (Annual)	\$47,500	\$118,600	\$237,300
Cost	\$8,000	\$19,900	\$39,800
Gross Profit	\$38,500	\$98,700	\$197,400
Gross Profit Margin %	83%	83%	83%

Sales TO-GO 12oz & 64oz

*This scenario is based on unit sales % breakdown of 80% 12oz servings and 20% 64oz

ECONOMICS by YEAR	Serving Sales Per Day - Scenarios (Average)		
Servings Sold per day	20	50	100
Revenue (Annual)	\$81,800	\$204,400	\$408,800
Cost	\$14,900	\$37,200	\$74,300
Gross Profit	\$66,900	\$164,200	\$334,500
Gross Profit Margin %	82%	82%	82%

This Economic analysis provided was based on 2020 historical average sales data of Mpack Customers and in no way represents a guarantee.

- Actual sales and profit may vary based on operating conditions and other market factors.
- A Frozen Expansion rate of 10% was factored in to calculate the finished cost per frozen oz.



FOOD SERVICE BOTTLE ECONOMIC OVERVIEW 2021

(Projected unit sales)

ECONOMIC ANALYSIS BY SERVING

Economics By Serving	Single 375 ML
	
Suggested Retail Price	\$7.00
Cost Per Unit	\$2.00
Gross Profit	\$5.00
Profit Margin %	71%

ECONOMICS PER DAY

Economics By Year	Servings Sales Per Day - Scenario Avg.		
Servings Sold Per Day	20	50	100
Revenue (Annual)	\$51,100	\$127,750	\$255,500
Cost	\$14,600	\$36,500	\$73,000
Gross Profit	\$36,500	\$91,250	\$182,500
Gross Profit Margin %	71%	71%	71%



2021 Equipment Summary Guide

STANDARD DMW FEATURES- Produces smooth, frozen drinks with the industry's finest ice crystals & texture, heavy duty stainless steel 304 construction, large 6 quart freezing cylinder, Quick-Freeze Flooded Evaporator, "Quiet" & Dependable Solid-state Drive system, Smart Freeze Control, Refrigerated Chill Mode for extended life and off time energy efficiency, easy/quick clean with no seal lubrcation, Back lit LED with illuminated cylinder face.

BESSCO Equipment 832-315-1194
Brett@besscoequipment.com

 Mpact Craft Cocktail Branded edition: Backlit signage, Flavor signs and marketing materials					
Branded Program Model #	DMW 240 - Mpact	DMW 440 - Mpact	DMW X4 - Mpact	DMW X4R - Mpact	DMW R400 package - Mpact
MAKE	Drink Machine Works	Drink Machine Works	Drink Machine Works	Drink Machine Works	Drink Machine Works
Description	Double cylinder/ 2 flavor unit, Standard Capacity, Air cooled system with 3/4 HP Compressor, Dimensions 32" H x 17" W x 30" D, Serves up to 1 gallon serving size.	Double cylinder, 2 flavor unit, HIGH Capacity, Air cooled System with 1 HP Compressor, Dimensions 32" H x 17" W x 30" D Serves up to 1 gallon serving size.	Four cylinder/4 flavor unit, Standard Capacity, Air cooled system with 1.5 HP Compressor, Dimensions 28.6" H x 34" W x 30" D, Serves up to 1 gallon serving size.	Four cylinder/4 flavor unit Package with 3.5 HP Remote condenser, HIGH Capacity Dimensions 28.6" H x 34" W x 30" D, Serves up to 1 gallon serving size.	Two double cylinder units/ 4 flavor package with 3.5 HP Remote condenser, HIGH Capacity Dimensions 32" H x 17" W x 30" D, Serves up to 1 gallon serving size.
Serving Capacity per cylinder	85 Servings / Hr (x2)	130 Servings / Hr (x2)	112 servings /Hr (x4)	200 servings / Hr (x4)	200 servings / Hr (x4)

Purchase Price

Purchase Price-	\$6,350.00	\$7,300.00	\$14,375	\$17,800	\$17,900
Installation	Included	Included	Included	\$1,800	\$1,800

Rental Price

Rental monthly (service and parts)	\$300	\$360	\$700	N/A	N/A
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Finance Option- Lease to Own (Good Credit Required to Qualify)

Lease to own - 36 Months	\$203	\$233	\$446	\$607	\$611
Lease to own - 48 Months	\$159	\$183	\$346	\$472	\$474
Lease to own - 60 Months	\$133	\$152	\$286	\$390	\$392

Optional Upgrades

5 HP Remote Condensor	N/A	N/A	N/A	\$1,000	\$1,000
Auto Fill Kit	\$1,200	\$1,200	\$2,400	\$2,400	\$2,400

Detailed Specification Sheets

Click Link or Scan QR CODE for Detailed Specification Sheet	 (Click Here to Download)	 (Click Here to Download)	 (Click Here to Download)	 (Click Here to Download)	 (Click Here to Download)
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* All prices are FOB plant. Freight will be added *Other state and local taxes may apply

* Mpact brands/signs are federally registered as property of the Mpact Beverage Co. To use these brands, Mpact products must be dispensed.

* Due to on going development, specifications are subject to change with out notice

Ask about our other equipmet offerings & accessories including...

- Reach-in Coolers, Countertop Coolers, & Walk-in Coolers.
- Stainless steel prep tables, carts and counter tops.
- Mop sinks, 3 compartment sinks & more!