

Restaurant & Bar - Table of Contents

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THE ULTIMATE CRAFT COCKTAIL

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



MPACT
CRAFT BEVERAGE

Island style
and P-NOTICAL

100% GRAPE WINE WITH NATURAL FLAVORS AND CERTIFIED

12.5% ALCOHOL BY VOL
375 ml (12.7 fl oz)
Bottled by Mpack Beverage Co. Spring, Texas



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



FROZEN

CRAFT COCKTAILS!

HIP-N-TICAL

ISLAND HURRICANE

Island Piña Colada

ISLANDER RITA



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 Marettto 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



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'





PROGRAM HIGHLIGHTS

- ✓ Quality premixed craft cocktails
- ✓ 80% gross margin
- ✓ Easy to implement
- ✓ Simple to operate
- ✓ Full support

Program Components

Restaurant & Bar Dispensed & Bottle Program

Beverage Solution



Pre-mixed, ready to drink craft cocktails



Premium fruit puree mix concentrates



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, Mpack 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 2022

#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 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		
BESCO 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" "Mpac 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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