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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





# THE ULTIMATE CRAFT COCKTAIL

"We didn't invent the Craft Cocktail. We were just the first to pre-mix and bottle an authentic one."

— Greg Johnson, Founder, MPACT BEVERAGE CO.

**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.**



## TASTE THE GOOD STUFF

### 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.

### HOW IT WORKS

It all starts with a discovery consultation to evaluate your needs. Give us a call and learn more! 832-559-8633.

### THE MPACT PROGRAM SOLUTION

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

- **PLUG-N-PLAY:** our program is cost effective, easy to implement, and simple to operate!
- Proven proprietary best-in-class craft cocktails
- Marketing and support including signage (inside & outside), menu support, SOP, etc.

### 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.



### THE MARKET

Ready to Drink Adult Beverages  
Increase 88% in 2020



- 60% of adult beverage consumers prefer alternatives to beer.
- Consumers site taste as the #1 reason they select an adult beverage, not price.







## Program Components

## Retail Bottle Program

**Beverage Solution**



**Pre-mixed, Ready to Drink Craft Cocktails**

**Available Retail Sizes (3)**

Single 375ml



**Available Flavors (9)**

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

**Advertising / Merchandising**

MPACT Neon Sign, Branded Table Tent, Menu Inserts, ect. (See Store Set Guide for detail)

**Program Support**

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

**Retailer Requirements**

Alcohol liscense for beer & wine, cooler storage





# Retail Merchandising Promotion Guide 2021



#1

## A. Case Display

3 Cases 24-Pack 375 ML Bottles

14" x 9.5" x 7.5"

Rita, Hip-Notical, Hurricane

#2

## B. Rolling Ice Bin 16.5" x 35.5"

Bin Storage 15" deep 14" across

## C. MPACT Island Directional Sign Set

Sign post (22 x 8)

#3

## D. 4 Pack Bottles 375 ML Bottles

Rita, Hurricane, Hip-Notical

## E. Cooler Rack Display

Holds 5 Bottles 15.5" x 5.5"

Rita, Hurricane, Hip-Notical

Printed \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_





# Retail Store Advertising Items 2021



MPA9012.4



MPA9012.3



MPA9012.2



MPA9033



MPA21533



MPA719-50-50



MPA9014



MPA9052



MPA9018

\*Request quote or see master price guide\*

## RETAIL STORE ADVERTISING ITEMS & ACCESSORIES

SKU	DESCRIPTION	ORDER TYPE
<b>STANDARD SET</b>		
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
<b>ACCESSORIES</b>		
MPA9033	Mpact Neon Sign	loaner

MPACT Beverage Company

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# MPACT Retail Bottle Economics Overview 2021

Projected Unit Sales

## ECONOMIC ANALYSIS BY SERVING SIZE

Economics By Serving	Single 375 ML 	4 Packs 	Case (24 pack) 
Suggested Retail Price	\$2.99	\$10.99	\$60.00
Cost Per Unit	\$2.00	\$8	\$48.00
Gross Profit	\$0.99	\$2.99	\$12.00
Profit Margin %	33%	27%	20%

## ECONOMICS PER DAY

Economics By Year	Single 375 ML	4 Pack	Case (24 pack)	TOTAL
Units Sold Per Day	10	6	1	58
Revenue (Annual)	\$10,914	\$24,068	\$21,900	\$56,882
Cost	\$7,300	\$17,520	\$17,520	\$42,340
Gross Profit	\$3,614	\$6,548	\$4,380	\$14,542
Gross Profit Margin %	33%	27%	20%	26%

This economic analysis provided was based on 2020 historical average sales data of MPACT Customers and in no way represents a guarantee.  
• Actual sales and profit may vary based on operating conditions and other market factors.