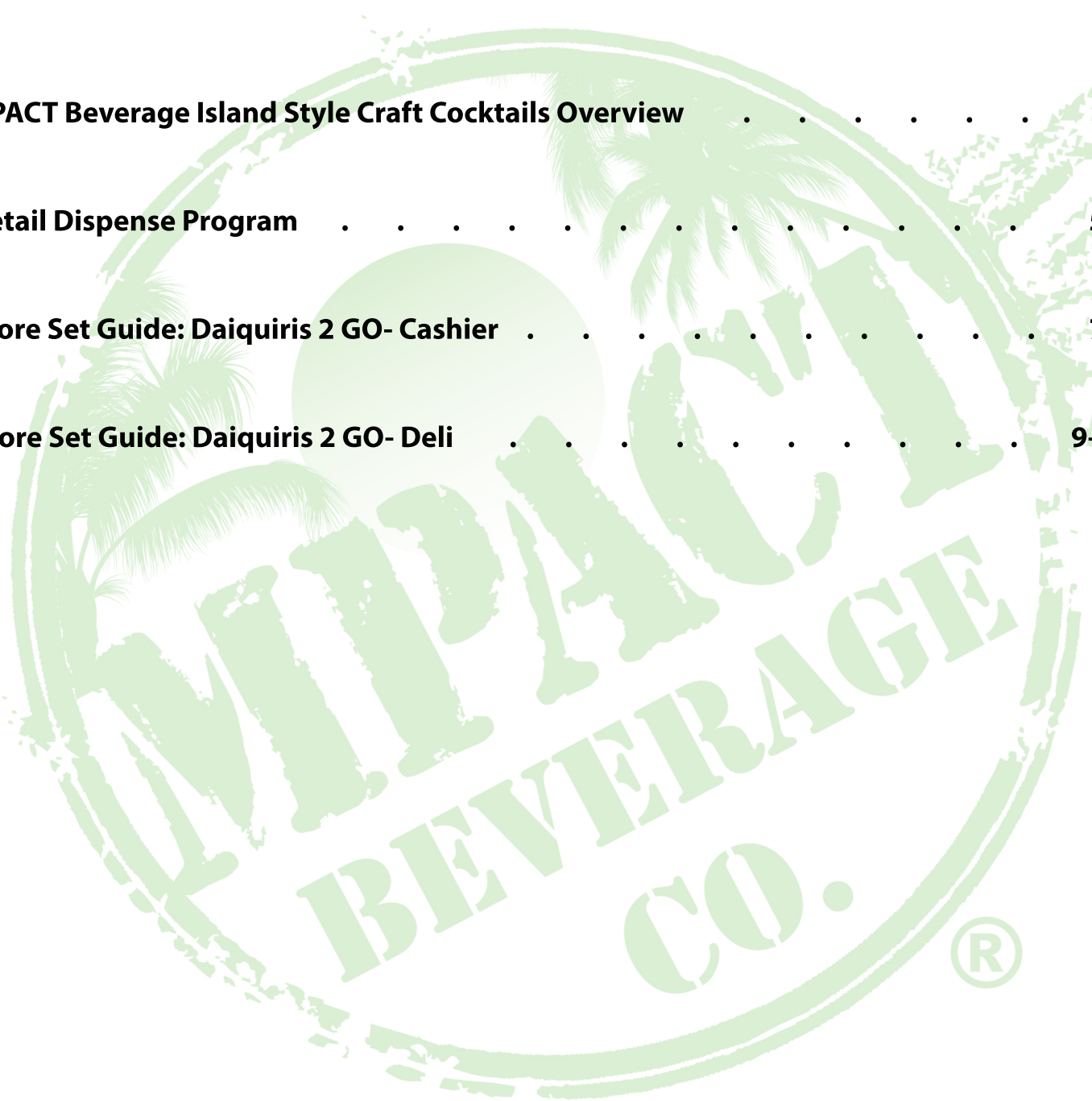


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Store Set Guide: Daiquiris 2 GO- Deli 9-10





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.

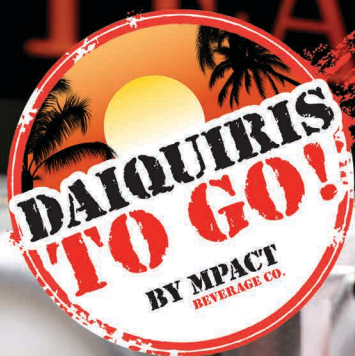
In 2014, MPACT Beverage introduced its innovative product and program to the Texas adult beverage market, causing the state's hardly existent Cocktail To-Go Industry to explode with growth. MPACT began to supply and support daiquiri businesses state-wide.

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





FROZEN COCKTAILS HAVE NEVER BEEN HOTTER

Discover why **MPACT'S Daiquiri to-go** program may be your most profitable destination offering!

A HISTORY OF PROVEN SUCCESS

Since 1984, the founder of MPACT has been recognized as a pioneer and leader in Frozen Daiquiri concepts. As a result of new alcohol TO-GO licensing laws, MPACT now offers qualified retailers a market-proven, turnkey DAIQUIRI TO GO (D2G) Program.

Our program is a perfect solution for any retailer that could benefit from a high profit, low labor, simple-to-operate beverage destination concept.

PLUG & PLAY MPACT BRANDED D2G PROGRAM

- **PLUG-N-PLAY:** MPACT provides the essential components to transform any retail space into a high-volume, highly profitable, frozen DAIQUIRI TO-GO business.
- **MINIMAL SPACE REQUIREMENT:** fits on most counters behind the register or deli
- **LOW LABOR/SKILLS**
- **SCALABLE FORMATS:** available in (3) standard formats (scale to your business needs).
 1. D2G – Cashier Operated Program
 2. D2G- Deli Operated Program Standalone
 3. D2G – Deli–Food Service Concept Add-in

COMPREHENSIVE PROGRAM COMPONENTS

- **Premixed Cocktails-** Premium - best on the market, ready to serve daiquiri (Bulk 5-gallon pails or 5G B.I.B). No additional preparation or batching.
- **Dispensing Equipment Solutions** - (financing available with little to no money down)
- **Branded Signage** - (See Store Set guide) indoor and outdoor
- **Menu** - (Customizable digital menu)
- **Full support** - 3 phases (Concept evaluation, format selection, program launch)

D2G ECONOMICS

- **Low cost of entry + quick ROI**
- **Gross profit: 70-80%**
- **Revenue: Increase of 33% inside sales volume (typical average)**
- **Break Even: 2-4 drinks per day**

Daiquiris to GO (D2G) now available to the retail market!

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, ready to drink.



HOW IT WORKS

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



MPACT Beverage Company

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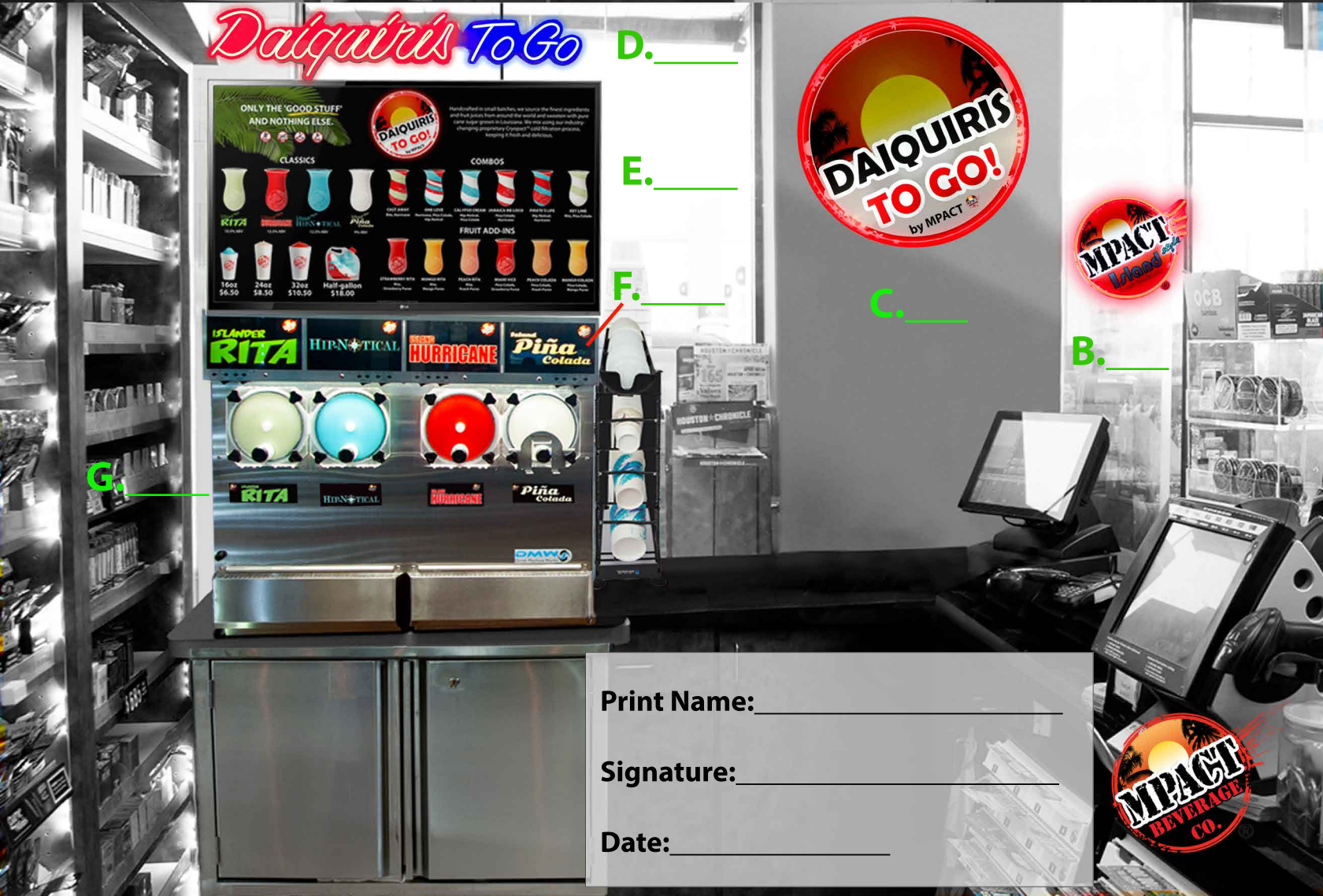


Program Components

Program Components	Retail Daiquiri 2 GO Program
Beverage Solution	 Pre-mixed , ready to drink, craft cocktails  
Equipment Configuration Options	 MIXMASTER premium fruit puree mix concentrates <small>BY MPACT BEVERAGE CO.™</small> 
	 MPACT CLEAR Ultra-Pure Neutral Alcohol 
Available Flavors (14)	2 Cylinders: 6 flavors 4 Cylinders: 16 flavors 8 Cylinders: 20+ flavors Rita, Hurricane, Hip-Notical, Pina Colada, Mpact Tea, Island Style Lemonade, Island Sunset, Arctic Russian, Peach, Strawberry (See product guide for details)
Advertising / Merchandising	Indoor/ Outdoor Signage, MPACT neon sign, digital menus, program components, 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, Texas BG



A. _____



Daiquiri's To Go

D. _____

E. _____

F. _____

C. _____

B. _____

G. _____

Print Name: _____

Signature: _____

Date: _____



Retail D2G - Cashier Operated Store Set Guide 2022

RETAIL STORE ADVERTISING ITEMS & ACCESSORIES

DIAGRAM REFERENCE	ITEM #	DESCRIPTION	ORDER TYPE
DISPENSERS			
	BESSCO ITEM #	DMW Machine 2 Cylinder Unit - 32"H x 17"W x 30"D	Available through Bessco
	BESSCO ITEM #	DMW Machine 4 Cylinder Unit - 29"H x 34"W x 30"D	Available through Bessco
	BESSCO ITEM #	Stainless Steel Counter Set 34 3/4" x 36" x 30"	Available through Bessco
ADVERTISING COMPONENTS			
A	MPA9060.2	Sign - LED "Daiquiris To Go!" 5 ft (58") (Outdoor)	Available through Bessco
B	MPA9033	Sign - LED "MPACT Island Style Craft Cocktails" 28" x 22" (Indoor)	MPACT Loaner
C	MPA9060.1	Sign - LED "DAIQUIRIS TO-GO" 3 ft (36") (Indoor or Outdoor)	Available through Bessco
D	MPA9062	Sign- LED "DAIQUIRITS TO-GO" Cursive Neon 36"x 7" (Indoor)	Available through Bessco
E.1	MPA9061.1A	Menu - 2 cylinder (Digital) USB Drive	stock
E.2	MPA9061.1B	Menu - 2 cylinder (Digital) USB Drive- with fruit flavor add ins	stock
E.3	MPA9061.2A	Menu - 4 cylinder (Digital) USB Drive	stock
E.4	MPA9061.2B	Menu - 4 cylinder (Digital) USB Drive- with fruit flavor add ins	stock
E.5	MPA9061.3A	Menu - 8 cylinder (Digital) USB Drive	stock
E.6	MPA9061.3B	Menu - 8 cylinder (Digital) USB Drive- with fruit flavor add ins	stock
F	MPA9050a.1-13	Signs - Backlit Flavor Signs for DMW Dispenser (13 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	special order
G	MPA9054.1-13	Signs - Magnetic Flavor Sign for DMW Dispenser (13 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
H	MPA9058	Marquee Menu Add-In (Printed Vinyl)	special order
	MPA9049.2a	Sign - Backlit for DMW Dispenser (Double). MPACT. "Frozen Craft Cocktail" - 15.45 x 4.5"	stock
	MPA9006.7	Table Tent Custom Insert 4" x 6" full color, double sided	in stock / custom order
	MPA9050a.14	Sign - Backlit Flavor Signs - Custom 8.4" x 5"	special order
	MPA9054.14	Sign - Magnetic Flavor Sign - Custom 6.75" x 2.4"	special order
		Cabana - MPACT Tropical	loaner / special order
PROGRAM ACCESSORIES			
	MPA9043	Seal Tape Label "Must Be 21" "Mpact Beverage"	stock
	MPA205	Cups Plastic - MPACT Branded - 12 oz - 1,000/case	temporarily out of stock
	MPA206	Lids Plastic - for MPACT Branded Cups - 1,000/case	stock
	MPA9056	Portion Pump	stock
	MPA275	Mixing Pail - 2 Gallon	stock
	296	Pail Lid Opener for 5 Gallon Pail	stock
	MPA274.1 (REV B)	Bracket for Half Gallon Bag	loaner
	MPA248.64	TO GO Drink Bag - Half Gallon (64oz) 50ct./case	stock

Request quote or see master price guide

MPA9050a



MPA9054



MPA9049.2



Daiquiris To Go

MPA9062



MPA248.64



MPA274.1

MPA206



MPA205



MPA275



MPA9056



MPA9043



Retail Daiquiri 2 GO - Deli Operated Store Set Guide 2022



Print Name: _____

Signature: _____

Date: _____

Retail D2G - Deli Operated Store Set Guide 2022

RETAIL STORE ADVERTISING ITEMS & ACCESSORIES

DIAGRAM REFERENCE	ITEM #	DESCRIPTION	ORDER TYPE
DISPENSERS			
	BESCO ITEM #	DMW Machine 2 Cylinder 31.9" x 17" x 30"	Available through Besco
	BESCO ITEM #	DMW Machine 4 Cylinder 28.6" x 34" X 30"	Available through Besco
	BESCO ITEM #	Stainless Steel Counter Set 34 3/4" x 36" x 30"	Available through Besco
ADVERTISING COMPONENTS			
A	MPA9060.2	Sign - LED "Daiquiris To Go!" 5 ft (58") (Outdoor)	loaner
B	MPA9033	Sign - LED "MPACT Island Style Craft Cocktails" 28" x 22" (Indoor)	loaner
	MPA9060.1	Sign - LED "DAIQUIRIS TO-GO" 3 ft (36") (Indoor or Outdoor)	loaner
D	MPA9058	Marquee Menu Add-In (Printed Vinyl)	special order
E.1	MPA9061.1	Menu - 2 cylinder (Digital)	stock
E.2	MPA9061.2	Menu - 4 cylinder (Digital)	stock
E.3	MPA9061.3	Menu - 8 cylinder (Digital)	stock
F	MPA9050a.1-13	Signs - Backlit Flavor Signs for DMW Dispenser (13 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	special order
G	MPA9054.1-13	Signs - Magnetic Flavor Sign for DMW Dispenser (13 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
	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.14	Sign - Backlit Flavor Signs - Custom 8.4" x 5"	special order
	MPA9054.14	Sign - Magnetic Flavor Sign - Custom 6.75" x 2.4"	special order
		Cabana - MPACT Tropical	loaner / special order
PROGRAM ACCESSORIES			
	MPA9043	Seal Tape Label "Must Be 21" "Mpact Beverage"	stock
	MPA205	Cups Plastic - MPACT Branded - 12 oz - 1,000/case	temporarily out of stock
	MPA206	Lids Plastic - for MPACT Branded Cups - 1,000/case	stock
	MPA9056	Portion Pump	stock
	MPA275	Mixing Pail - 2 Gallon	stock
	296	Pail Lid Opener for 5 Gallon Pail	stock
	MPA274.1 (REV E)	Bracket for Half Gallon Bag	loaner
	MPA248.64	TO GO Drink Bag - Half Gallon (64oz) 50ct./case	stock

Request quote or see master price guide

MPA9050a



MPA9054

Daiquiris To Go

MPA9062



MPA274.1



MPA275



MPA9056



MPA9049.2



MPA248.64



MPA206

MPA205



MPA9043

