

Events & Venues - Table of Contents

MPACT Beverage Island Style Craft Cocktails Overview 1-4

Specialty Venues Program Guide 5-6

Store Set Guide: Restaurant & Bar 7-8

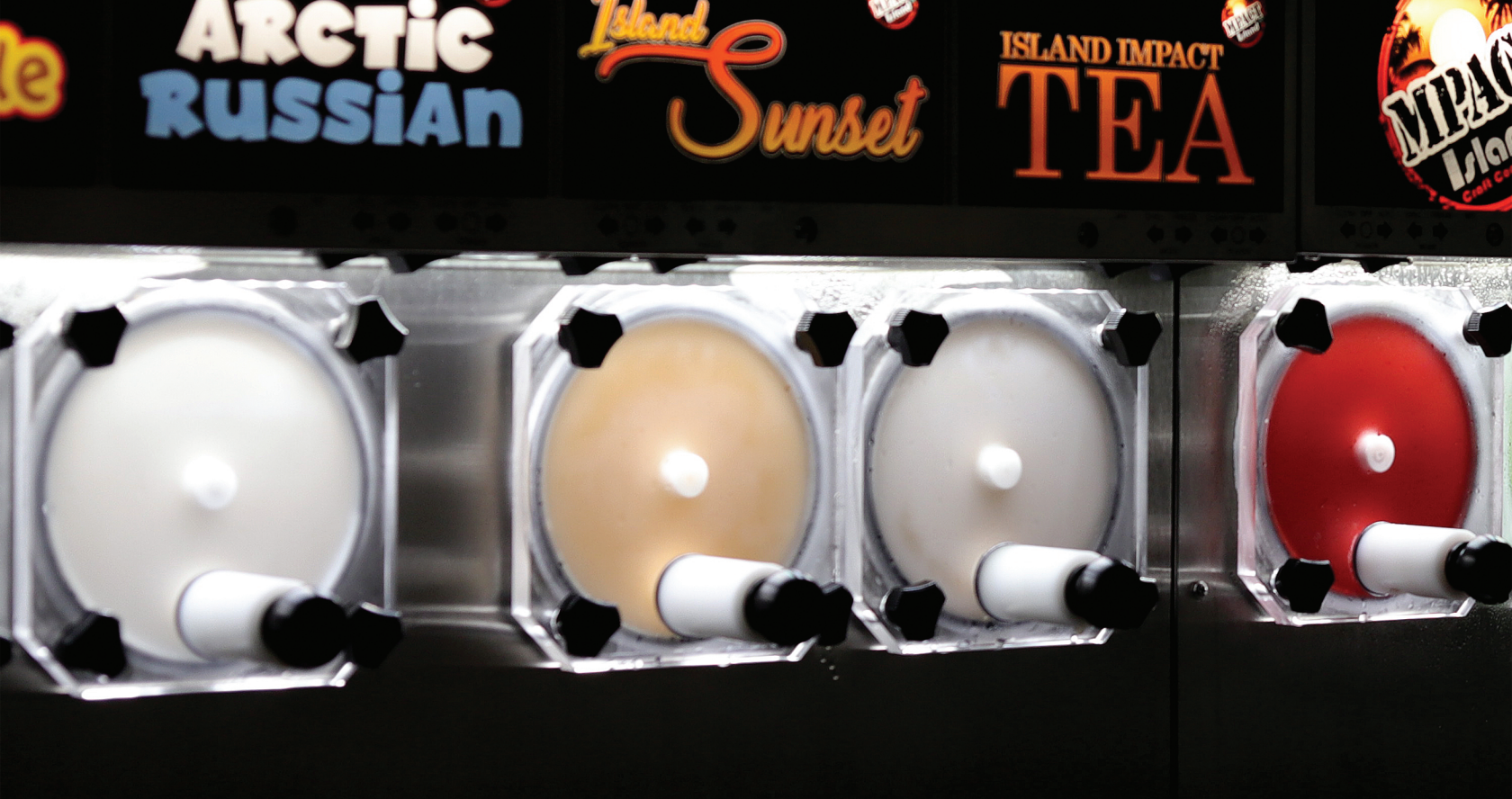




THE ULTIMATE CRAFT COCKTAIL

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 HAS NEVER BEEN HOTTER

THE CHALLENGE

The challenges of setting up a daiquiri business while meeting the high-volume demand of venues and events can be overwhelming, including:

- Offering a consistent premium craft cocktail that is simple to prepare and sell
- Making it simple for inexperienced labor to easily serve or sell a quality craft cocktail
- Controlling multiple ingredients and liquor varieties
- Dispensing equipment that is easy to fill, operate and maintain
- Configuring the proper TO-GO packaging and regulatory requirements

THE MPACT PROGRAM SOLUTION

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

- **PLUG-N-PLAY: our program is cost effective, easy to implement, and simple to operate!**
- **Proven proprietary best in class craft cocktails / daiquiris.**
- **Marketing and support including signage (inside & outside), menu support, SOP, etc.**
- **Dispensing Equipment: innovative and reliable dispensing technology, compact and designed for high-volume.**



COMPREHENSIVE PROGRAM FEATURES

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

MPACT Island Style Craft Cocktails are premixed in 5-gallon pails or single-serve bottles. Easily fill dispensers and quickly service the high-volume demand of a venue event. No additional mixing or preparation.

EASY TO IMPLEMENT, SIMPLE TO OPERATE

Make it your way, 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

We also provide

A premier equipment partner with proven proprietary 'best-in-class' dispensing solutions.

- Proven proprietary best in class dispensing solutions and many finance options
- Architectural layout
- Licensing support services
- Additional supplier referrals

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.



HOW IT WORKS

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sales@mpactbeverage.com





| Program Components | Specialty Events 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, 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 |



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" "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 Beverage Company

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

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