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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

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# MPACT<sup>®</sup> 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

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## 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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Program Components	Specialty Events Dispense & Bottle Program
Beverage Solution	 <b>Pre-mixed</b> , Ready to Drink, Craft Cocktails 
Equipment Configuration Options	 <b>MIXMASTER</b> Premium Fruit Puree Mix concentrates <small>BY MPACT BEVERAGE CO.™</small> 
	 <b>MPACT CLEAR</b> 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	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













## 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 lubrication, 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					
<b>Branded Program Model #</b>	<b>DMW 240 - Mpact</b>	<b>DMW 440 - Mpact</b>	<b>DMW X4 - Mpact</b>	<b>DMW X4R - Mpact</b>	<b>DMW R400 package - Mpact</b>
<b>MAKE</b>	Drink Machine Works	Drink Machine Works	Drink Machine Works	Drink Machine Works	Drink Machine Works
<b>Description</b>	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.
<b>Serving Capacity per cylinder</b>	85 Servings / Hr (x2)	130 Servings / Hr (x2)	112 servings /Hr (x4)	200 servings / Hr (x4)	200 servings / Hr (x4)

### Purchase Price

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

### Rental Price

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

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

### Optional Upgrades

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

### Detailed Specification Sheets

<b>Click Link or Scan QR CODE for Detailed Specification Sheet</b>	 <a href="#">(Click Here to Download)</a>	 <a href="#">(Click Here to Download)</a>	 <a href="#">(Click Here to Download)</a>	 <a href="#">(Click Here to Download)</a>	 <a href="#">(Click Here to Download)</a>
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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!