



# ENCLAVE BEVERAGE GROUP

COMPANY OVERVIEW & STRATEGIC INSIGHTS





# VISION

To become a Total Beverage Company that produces alcoholic and non-alcoholic products globally, that profitably meets differentiated consumer needs, and that attracts & retains them by continuously driving value through their inherent interest, values, or aspirations, while acting responsibly in all manners of our business.



Company Vision  
**Enclave Beverage Group**



# COMPANY OVERVIEW

25+ years of combined industry experience allows us to develop strong brands that can compete in the evolving beverage market.

## ECONOMICAL ALCOHOL

- Sold in NY, NJ, FL, CA, & Canada
- 2 Initial Flavors w/ 12% Alcohol
- Unique portable Package Concept w/ Pouch
- 7+ Music Festival Sales Activations in 2017
- 13,000+ Units Sold YTD and Growing
- \$135B TOTAL Market Size For Wine/Beer



## LEADERSHIP TEAM

- Founder & General Manager; 13yr Red Bull Veteran
- Total Team; 25+ Years of combined beverage experience
- Brands Include: Coca-Cola, Mountain Dew, Honest T, etc.
- 360° Marketing Expertise (Digital, Retail, Event, & Partnerships)

## PREMIUM WATER

- \$100B+ Global Opportunity in Water/Health MKT
- Developed Premium Beverage w/ unique design
- Appeals to Upper Middle Class Consumers
- Positioned to compete vs Premium Water Brands
- Bottle & Brand Complete; 2018 Launch



**GOAL TO RAISE  
\$1.5M**



# STRATEGIC ADVISORS



**BEN HOGAN**

## ENTERTAINMENT RELATIONS & BRAND PARTNERSHIPS

Senior Manager at Circle Talent Agency; Artist includes NGHTMRE, Marshmello, Snails, & More, with a roster of over 130 international dance music artists



**MATTHEW MORGAN**

## CULTURE MARKETING & GLOBAL INITIATIVES

Co-Founder of AFROPUNK, & The Afropunk Global Initiative. Culture Marketing Expert, Artist Development Manager, & Brand Manager



**JOCELYN COOPER**

## GLOBAL COLLABORATIONS & HIGH PROFILE PARTNERSHIPS

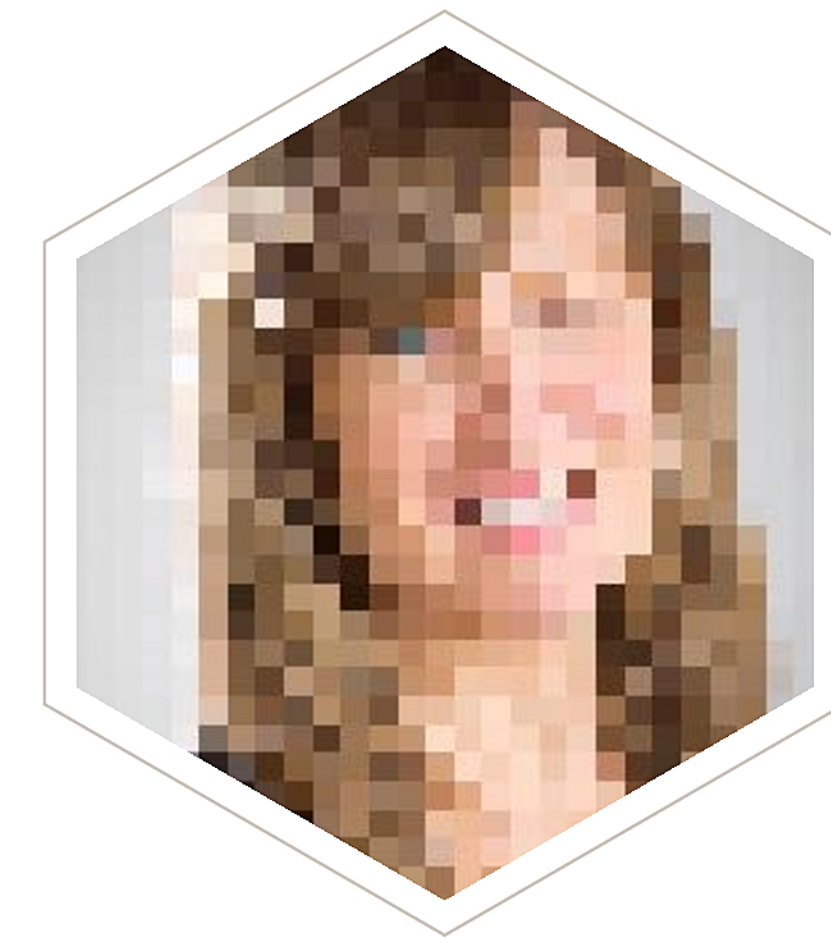
Co-Founder of AFROPUNK. 25+ YR Industry Pioneer. Former A&R at Universal Records. Clients include Pepsi, Coors Light, Red Bull, & More.



**JEN ALVARES**

## BRAND DEVELOPMENT & CONTENT PRODUCTION

10+ Yr Executive Producer; Clients include Coca-Cola, Sprite, Samsung, Nissan, Nestle, Danone, L'oreal, General Motors, Johnson & Johnson, & more.



**UNDISCLOSED**

## GOVERNANCE & BUSINESS STRATEGY

Silicon Valley CFO w/ \$B+ revenue, budget & management expertise. Fortune 100 C-Suite Executive.

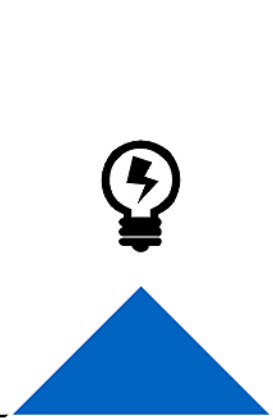


# STRATEGIC INSIGHTS

53% of Bottled Water Consumers prefer to drink premium brands. Additionally, the total category is projected to increase by 34.7% through 2020.

There is a major opportunity & space in the water/health beverage segment for a premium brand to emerge that is inclusive and represents the changing face of emerging wealth. We are offering a dynamic product that will satisfy both of these areas.

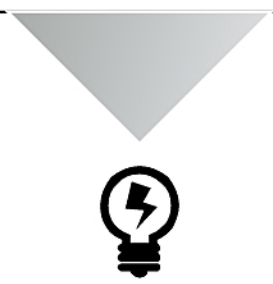
RESULT: PREMIUM CONSUMER BRAND



INSIGHT



INSIGHT



RESULT: ECONOMICAL CONSUMER BRAND

In 2026 the hispanic population will account for over 50% of the US population; One of the many demographic groups that overwhelmingly prefer sweeter mixed beverages. Additionally, flavored High ABV% beverages are contributing 31% of the volume growth to the total market.

Our economical alcohol provides a flavorful profile that appeals to new consumers that are entering the space. Additionally, the brand gives them the Higher ABV% that consumers demand, while being integrated in the Music Festival landscape, which they heavily admire.





# BALANCED PORTFOLIO

ENCLAVE BEVERAGE GROUP



THE FOUNDATION OF A SUCCESSFUL MULTI BRAND HOUSE

ONE INTERNAL TEAM MANAGES PORTFOLIO

BRANDS CENTRALLY WAREHOUSED & SERVICED

CONTRACTS INCLUDE MULTI BRAND DEALS

RETAIL PARTNERS STREAMLINE PRODUCT ROLLOUTS