



Product Concept Overview

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Brian Gettelfinger
brian@spikesbeerice.com
513-620-5121

Spikes Beverage Co.
7832 New England Ct
West Chester, OH 45069

Your Beer is Getting Warm



Ice Cold, 7.5% ABV

Three Great Flavors

To pair with your favorite drinks

Light Pilsner
Hefeweizen
Whiskey Sour



Mexican Lager
Saison
Vodka Gimlet



Gose
Blonde
Champagne



Natural flavors & Grain Neutral Spirits

Excellent taste specially
formulated to compliment
your favorite drink

Initial Sales and Marketing Success

Product Offerings

-Flavors Choices
*traditional tastes (Lemon & Lime)
experimentation (Strawberry)*

-Package Choices
Low trial barrier (\$1.67)



Trade-up on Repeat (\$4.99)



Test Results to Date

-Prominent Shelving
Frozen or Ambient Display



-Effective Results

*Initial results average \$75/week
in target C-stores – illustrating
market potential of >\$100MM*

*10X potential exists in other
channels based on alcohol
wholesale history*

Mobilized Followers

- Aggressive Advocates
*Contests incentive sharing our
message and adding friends*



*Naturally share product
experiences*



*Gain us distribution at members'
favorite venues!*

End-to-end winning proposition

Consumer Appeal

- Demand for Variety
- Incremental benefits



Ownership Appeal

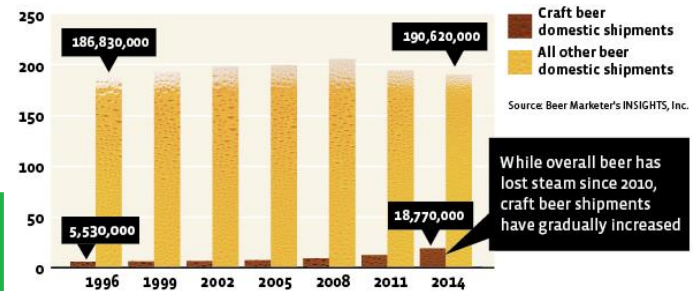
- \$500MM Market potential
- Gross Margin >60%
- Scalable to any market



Copack - Distribute - Market

Customer Appeal

- Innovation in declining category
- Accretive Purchases (unlike craft)



M&A landscape

DIAGEO
NORTH AMERICA





Freeze. Drop. Enjoy.