



CHILL SHOTS

#50YEARSOFCHILL





ABOUT CHEECH & CHONG

CHEECH & CHONG ARE AN ICONIC GRAMMY AWARD – WINNING COMEDY DUO CONSISTING OF RICHARD “CHEECH” MARIN AND TOMMY CHONG WHO FOUND A WORLD-WIDE AUDIENCE FOR THEIR FILMS AND STAND-UP ROUTINES, WHICH ARE BASED ON THE HIPPIE AND FREE LOVE ERA, AND ESPECIALLY DRUG AND COUNTERCULTURE MOVEMENTS, MOST NOTABLY THEIR LOVE FOR CANNABIS & CBD.

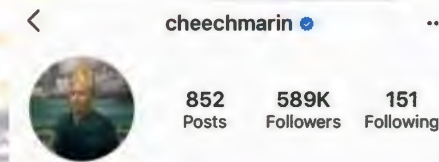


*This information is private and confidential and only intended for review by authorized recipients of Cheech & Chong Beverages LLC

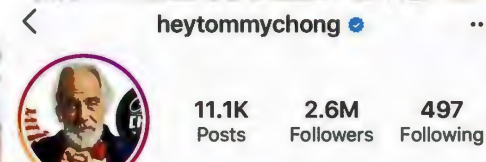
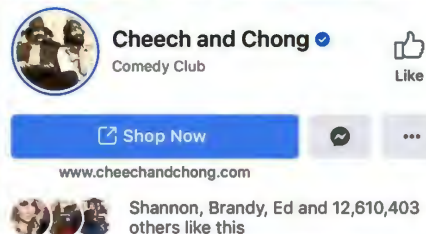


AN ICONIC HIGHLY RELEVANT DUO – SOCIAL MEDIA

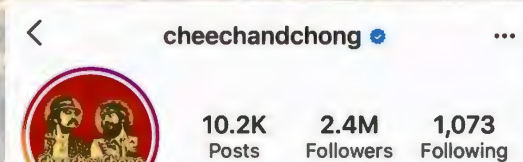
- **18.8 MILLION FOLLOWERS ON SOCIAL MEDIA**
- COMEDY TOUR STILL SELLING OUT LARGE ROOMS AND ARENAS NATIONWIDE
- CULTURALLY RELEVANT



Cheech Marin
Public Figure
Actor, director, musician, author, Chicano art collector, and half of comedy duo Cheech and Chong www.CheechMarin.com
cheechsstash.com



Tommy Chong
Actor
Comedian, Actor, Writer, Activist, Musician, Dancer and occasionally smokes a little bit of pot, man.
smart.link/8rqtoiqkkt5cw



Cheech & Chong
Official account of the iconic duo. Currently on tour!
[@cheechmarin](https://www.instagram.com/cheechmarin) [@heytommychong](https://www.instagram.com/heytommychong)
smart.link/oylzm4yoywqoy



UPCOMING EVENTS

31 JULY , 2020

CHEECH & CHONG

BEVERLY HILLS, CA, THE SABAN

BUY TICKETS

1 AUGUST , 2020

CHEECH & CHONG

OJAI, CA, LIBBEY BOWL

BUY TICKETS

18 SEPTEMBER , 2020

7:30 PM

CHEECH & CHONG

TUCSON, AZ, FOX THEATRE

BUY TICKETS

*This information is private and confidential and only intended for review by authorized recipients of Cheech & Chong Beverages LLC



THE CHEECH & CHONG BEVERAGE LINE – “THE PROJECT”

THE SCOPE

DEVELOP A 2OZ CHEECH & CHONG CHILL RELAXATION SHOT. LAUNCH SET FOR Q3 2020.
DEVELOP A 2OZ CHEECH & CHONG CBD SHOT. LAUNCH SET FOR Q4 2020.

THE GOAL

DELIVER THE HIGHEST QUALITY RELAXATION BEVERAGE LINES TO THE WORLD LEVERAGING THE CHEECH & CHONG BRAND.

THE WHY

2020 – 2021 WILL SEE THE “BOOM” OF RELAXATION & CBD BEVERAGES IN THE CONSUMER RETAIL MARKET. CBD BEVERAGES ARE EXPECTED TO GROW TO NEAR 2 BILLION DOLLARS IN SALES BY THE YEAR 2023. WE INTEND TO ENTER THE MARKET WITH A PROVEN, TRUSTED NAME IN THE CBD SEGMENT WITH A PRODUCT THAT IS MADE FROM THE HIGHEST QUALITY INGREDIENTS WITH THE UTMOST TRANSPARENCY AND AWARENESS.

AN ETHOS OF GIVING BACK

WE BELIEVE OUR COMPANY NEEDS TO DO MORE THAN JUST SELL THE BEST RELAXATION BEVERAGES ON THE MARKET. WE ALSO BELIEVE IN SUPPORTING CHARITABLE CAUSES THAT SUPPORT ANXIETY AND DEPRESSION. WE WILL BE GIVING BACK A PORTION OF OUR NET PROCEEDS TO SELECT ANXIETY AND DEPRESSION ORGANIZATIONS NATIONWIDE.



THE CHEECH & CHONG 2oz CHILL SHOT RELAXATION BEVERAGE LINE – “THE PROJECT”

CHEECH & CHONG 2OZ CHILL SHOT

50 YEARS OF CHILL IN A BOTTLE!

CHEECH & CHONG CHILL SHOTS CONTAIN A HIGH-QUALITY BLEND OF VALERIAN ROOT, ROSE HIP & B-VITAMIN EXTRACT TO QUICKLY TAKE THE EDGE OFF THE DAY & STAY CHILL

CHEECH & CHONG CHILL SHOTS ARE A CONVENIENT, FAST ACTING CHOICE WHEN YOU NEED TO UNWIND, RELAX & SHAKE OFF THE STRESSES OF A LONG DAY.



CHEECH & CHONG 2OZ CBD SHOT

50 YEARS OF CHILL IN A BOTTLE!

OUR READY TO DRINK 2OZ SHOT CONTAINING 25MG OF BROAD-SPECTRUM NANO CBD IS JUST WHAT YOU NEED TO STAY CHILL.

CHEECH & CHONG CBD SHOTS ARE A NON-THC, CONVENIENT READY TO DRINK BEVERAGE IN SHOT FORM FOR WHEN YOU NEED TO TAKE THE EDGE OFF OF THE DAY IN A QUICK AND CONVENIENT WAY.



THE CHEECH & CHONG BEVERAGE LINE – “THE CBD BEVERAGE BOOM”

CBD beverages market value in the United States from 2018 to 2022

Published by [Emma Bedford](#), Jan 23, 2020

The market value of CBD-infused beverages in the United States is predicted to grow substantially over the coming years. By 2023, the market is expected to be valued at 1.4 billion U.S. dollars, over 16 times greater than its 2018 size.

<https://www.statista.com/statistics/1063648/cbd-beverages-market-value-us/>

Aug 27, 2019 (Brandessence Market Research via COMTEX) -- CBD

2018-2024- Rising Awareness of the health benefits expected to grow CBD Beverages market.

“According to Zenith Global, the U.S. CBD-filled drinks market will reach an estimated USD 1.4 billion by 2023, making it one of the fastest-growing segments in the overall industry.”

<https://www.marketwatch.com/press-release/at-of-274-cagr-cbd-beverages-market-size-to-surpass-usd-1138-million-by-2025-2019-08-27>



EXECUTIVE TEAM – “THE CREW”

OUR EXECUTIVE LEADERSHIP TEAM CONSIST OF BEVERAGE INDUSTRY VETERANS WITH OVER 30 YEARS OF COMBINED EXPERIENCE WORKING IN BRANDS LIKE RED BULL AND COCA COLA AS WELL AS BUILDING SOME OF THE FASTEST GROWING BRANDS IN THE INDUSTRY.

JOHN MISZUK – FOUNDER, CHEECH & CHONG BEVERAGES, LLC & DISRUPTIVE BRANDS GROUP, LLC

JOHN IS A HIGHLY EXPERIENCED, INNOVATIVE AND STRATEGIC BEVERAGE INDUSTRY VETERAN WITH OVER 17 YEARS OF DEMONSTRATED SUCCESS IN BRAND DEVELOPMENT. JOHN IS HIGHLY SKILLED IN INCREASING REVENUES AND MARKET SHARE IN EMERGING BRAND ORGANIZATIONS AND HAS LED 3 EMERGING BEVERAGE BRANDS TO SUCCESSFUL ACQUISITIONS.

TODD TYLER – OPERATIONS, SUPPLY CHAIN & ADVISORY BOARD MEMBER

TODD IS A SUPPLY CHAIN & LOGISTICS EXPERT WITH SOLID SKILLS IN A DIVERSE RANGE OF BUSINESS MANAGEMENT APPLICATIONS. TODD HAS OVER 15 YEARS OF BEVERAGE INDUSTRY EXPERIENCE WORKING WITH RED BULL, MATADOR DISTRIBUTION AND MANY OTHER EMERGING BEVERAGE BRANDS.



THE CHEECH & CHONG BEVERAGE LINE – “3 YEAR TIMELINE”

2020

2OZ SHOT LAUNCH IN
DIRECT TO CONSUMER
CHANNEL BUILDING BRAND
AWARENESS IN
PREPARATION FOR 2021
EADY TO DRINK LAUNCH

2021

2OZ SHOT & 12 OZ CBD
READY TO DRINK BEVERAGE
LAUNCHED INTO
MAINSTREAM RETAIL

2022

BUILD SALES MASS IN
RETAIL AS WELL AS DIRECT
TO CONSUMER – POSITION
COMPANY FOR
ACQUISITION



CHILL SHOT

FARM TO BOTTLE BEVERAGES LLC
OFFICIAL LICENSEE OF CHEECH & CHONG BEVERAGE SHOTS

john@drinkcheechandchong.com
www.DrinkCheechandChong.com
www.farmtobottlebeverages.com

CONFIDENTIALITY NOTICE:

The content/s of this document and or statements are intended solely for the addressee(s) and may contain confidential and/or privileged information and may be legally protected from disclosure. If you are not the intended recipient of this document or their agent, or if this document has been sent to you in error, please immediately alert the sender and then delete this document and any attachments. If you are not the intended recipient, you are hereby notified that any use, dissemination, copying, or storage of this message or its attachments is strictly prohibited.