



INVEST IN NECTAR

## The Modern Asian Alcohol Company. Beyond Tradition

[nectarhardseltzer.com](https://nectarhardseltzer.com)

Los Angeles, CA



## Highlights

1 Over 8,000,000 cans sold (as of April 2024)

2 120% avg Year over Year growth since 2021

3

1,700,000+ members in our community

4

Carried in 2,100 stores, across 7 states

5

Over 800,000,000 organic views across the Nectar Media Company (including UTI podcast).

6

Stocked in all your favourite retailers: COSTCO, RALPHS, SAFEWAY, HEB, FRED MEYER, FOODLAND & MORE

## Featured Investors



**Goat Rodeo**

Invested \$3,475,000 ⓘ

Follow

**Carlton Fowler, Partner**

"We've been working and investing in alcohol for a decade and have seen some very successful partnerships between media companies and brands. What no one has seen before is a brand that IS a media property and can appeal to consumers on a much deeper level. Nectar is the first of its kind in the booze business."



**Lora Larson-Miller**

Invested \$5,000 ⓘ

Follow

"It's the best seltzer I've drank. By far. Their content is entertaining and when the opportunity to invest and own a piece of a company that I enjoy and use came up, I jumped on it. From what I understand there is a lot of competition in the drinks industry but they all kind of taste the same, look the same and that

drinks industry, but they all kind of taste the same, look the same and that doesn't speak to me. Nectar does - I have felt involved throughout their journey and I'm excited to be alongside them for the next chapters."



Other investors include [Springdale](#), [Electric Feel Ventures](#), [Bochi](#)

## Our Team



**Jeremy Kim** CEO

Jeremy spent 6 years in the music industry working with multi-platinum artists. He then ran strategy for YouTube's largest multi-channel network, The Nations. His expertise lies in brand development, digital marketing and operations.



**John Dalsey** President

John is an entrepreneur with 6 years of experience in the craft beer industry where he co-founded Double Nickel Brewing Co., one of New Jersey's fastest growing breweries. His knowledge encompasses marketing, manufacturing, operations and finance.



**Brando Brando** Art Director

All things visual and physical at Nectar stem from Brando. Flexing his talents in design, directing, photography, and painting Brando is partner in multiple record labels and has created for some of the biggest names in music.



**Geng Wang** Sales & Marketing Director

Geng has spent 10 years working across CPG, fashion, and entertainment.



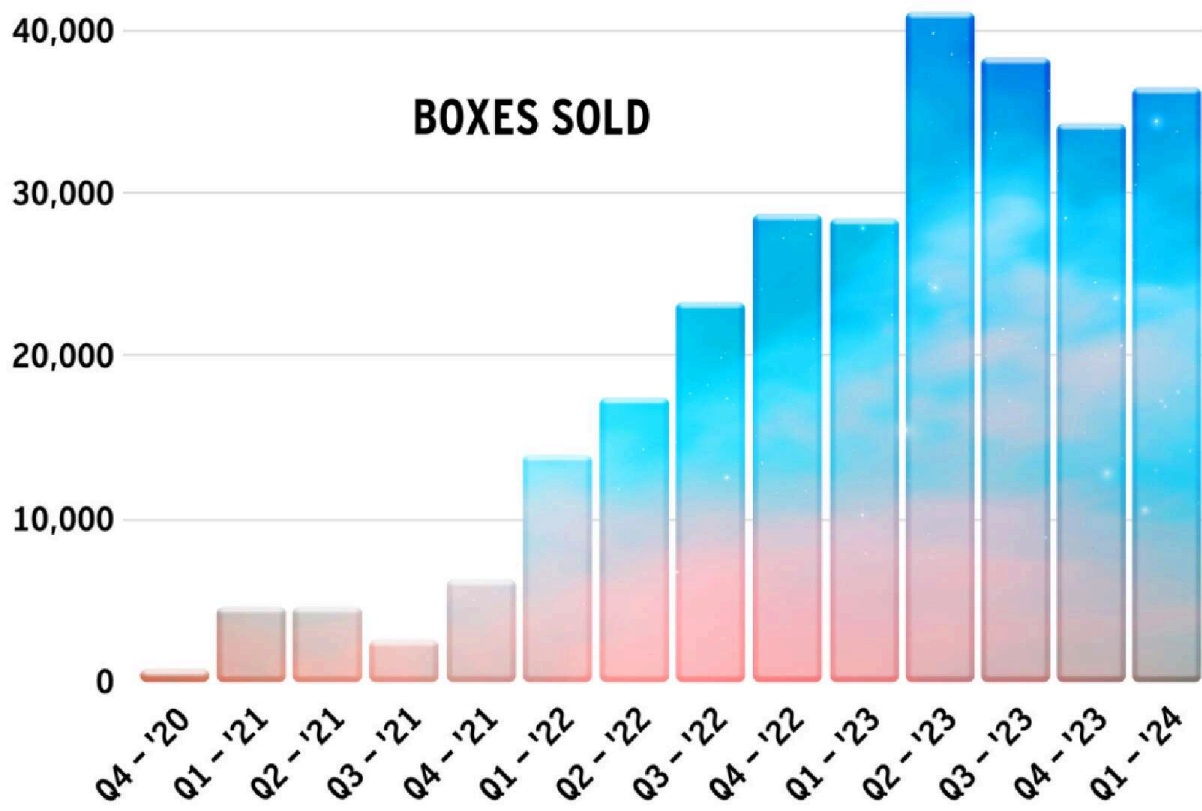
He's spearheaded digital media strategy at Constellation brands (including Corona Extra and Modelo Especial) for four years before starting his journey on Nectar.

## Our Story



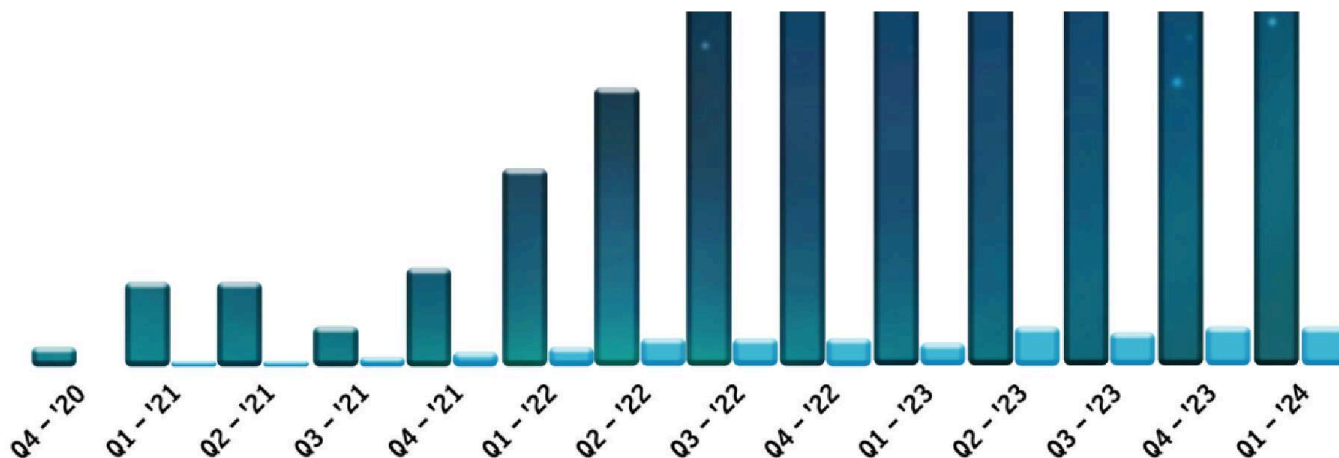
# NECTAR IS SELLING LIKE CRAZY

WE'VE HAD EXPLOSIVE GROWTH SINCE LAUNCH



Over time Nectar has been selling more units / store to build its growth, meaning people are buying more often and more frequently.





## FIND US IN THESE STORES



AND MORE...



## REVENUE FORECAST

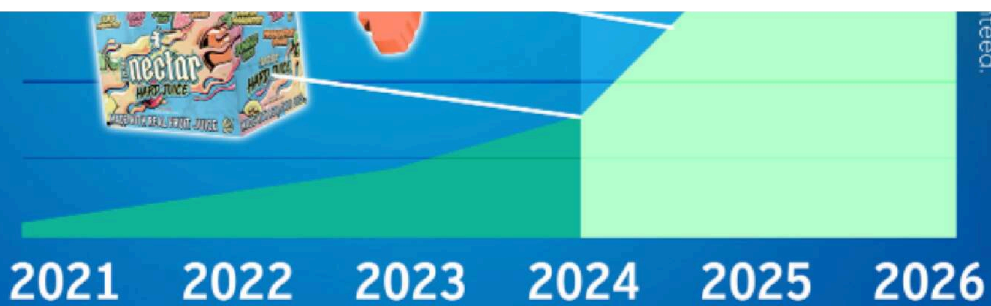
\$40M  
\$35M  
\$30M  
\$25M  
\$20M  
\$15M



This contains forward looking  
which are not guaran



\$15M  
\$10M  
\$5M  
\$0



g projections  
teed.



**New Product Innovations  
Florida, Illinois & Others**

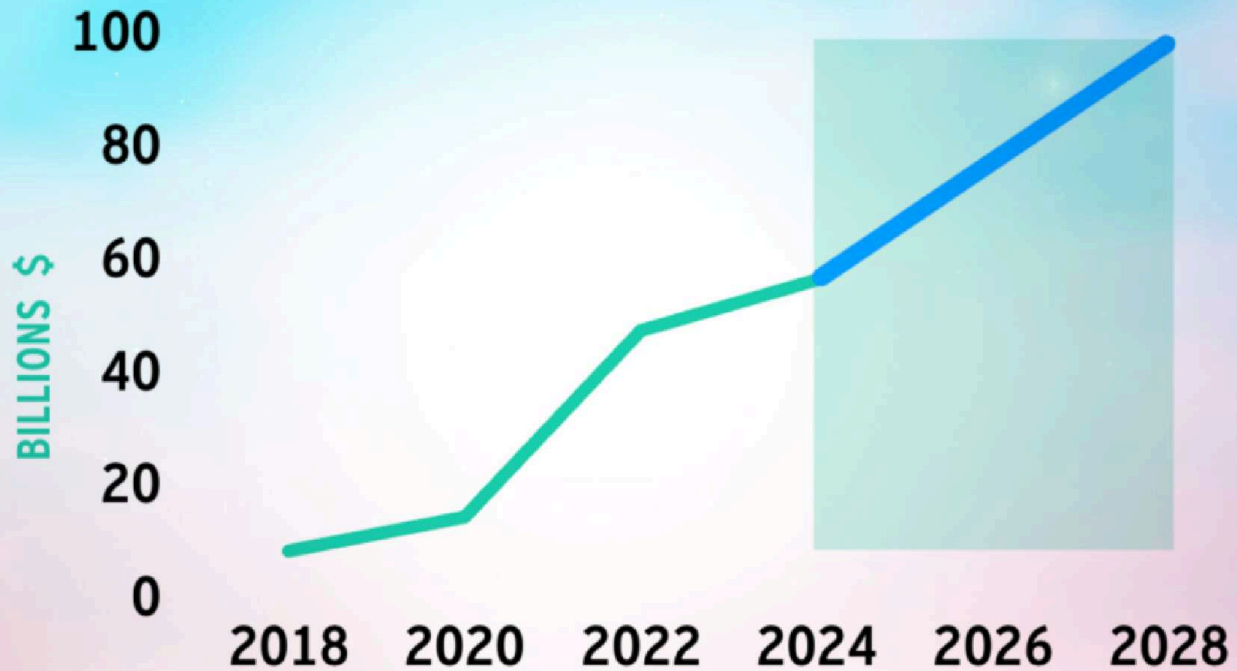


**Breaking Into On-Premise  
Major Event Partnerships  
International**



**ASIAN FLAVOR AND CULTURE IS RAPIDLY  
CHANGING THE AMERICAN GROCERY SHELF**

## ASIAN GROCERY SPEND



**94%**

of surveyed Americans between 20–29 bought boba tea in the last month (2021)

**\$90B**

The Asian Food Category is estimated to be

**60%+**

of Netflix users have watched a Korean title on the platform

BTS was officially named the

**#1**

recording act in the world in 2020



*\*Modern Retail, Asian food startups continue to gain traction among investors and retailers*

**AMERICAN ALCOHOL SHELVES ARE  
NOT KEEPING UP WITH CULTURE.  
EVEN TRADITIONAL ASIAN ALCOHOL IS NOT**

THE SAME BEING TRUE FOR THE SAME BIG CORPORATIONS



THE SAME BORING FLAVORS, BY THE SAME BIG CORPORATIONS

CHERRY



LIME



GRAPEFRUIT



WHERE'S THE IMAGINATION?

한nectar

# THE MODERN ASIAN ALCOHOL COMPANY

TAKING ASIAN FLAVORS BEYOND TRADITION



2020

ASIAN PEAR  
LYCHEE  
MANDARIN  
YUZU

SELTZER

2023

P.O.G.  
MANGO MELON  
LIKING PINEAPPLE  
GREEN GRAPE

JUICE

2024

LILIKOI PASSIONFRUIT  
LYCHEE LIQUEUR





LITCHI LIKO!  
JUNGLE JUICE  
PASSIONFRUIT ORANGE

TEA

SOJU

2025

## EXCEPTIONAL FLAVOR & TASTE



I saw some of their tiktok videos and loved the story. Was excited when I saw it in store for the first time. I was honestly expecting the hype not to deliver, but I was wrong.

Not only are the flavors unique, but they're all so well balanced and don't have that chemical aftertaste like a lot of big name hard seltzer brands have.

Mike W



This seltzer blows all other seltzers out of the water! No sugar and natural flavors... you can tell the difference. Do yourself a favor and try these now!!!

Lauren K



These flavors are something special! I like the big name hard seltzers, but these ones just had way more natural flavor without the aftertaste. Also a plus they have some of my favorite flavors :)

Andy D



I need to know HOW THIS IS MADE. It's so good I never notice how fast I end up finishing the cans. It's a great investment when having friends over.

Salvador S



I am super sensitive to sugar. Most hard seltzers get gross to me after 2 or 3. These have 0 sugar and have the perfect amount of flavoring! Definitely will buy again ❤️

Genny P



I'm a gym rat so it's been challenging to find alcoholic beverages that taste good and fit my lifestyle. Nectar hits all the spots 10/10 🍷

Khanh R



Babe, no weird aftertaste and you end up downing them. EASY buy. New fave seltzer to be honest.

OG Flowerchild

# 4.8

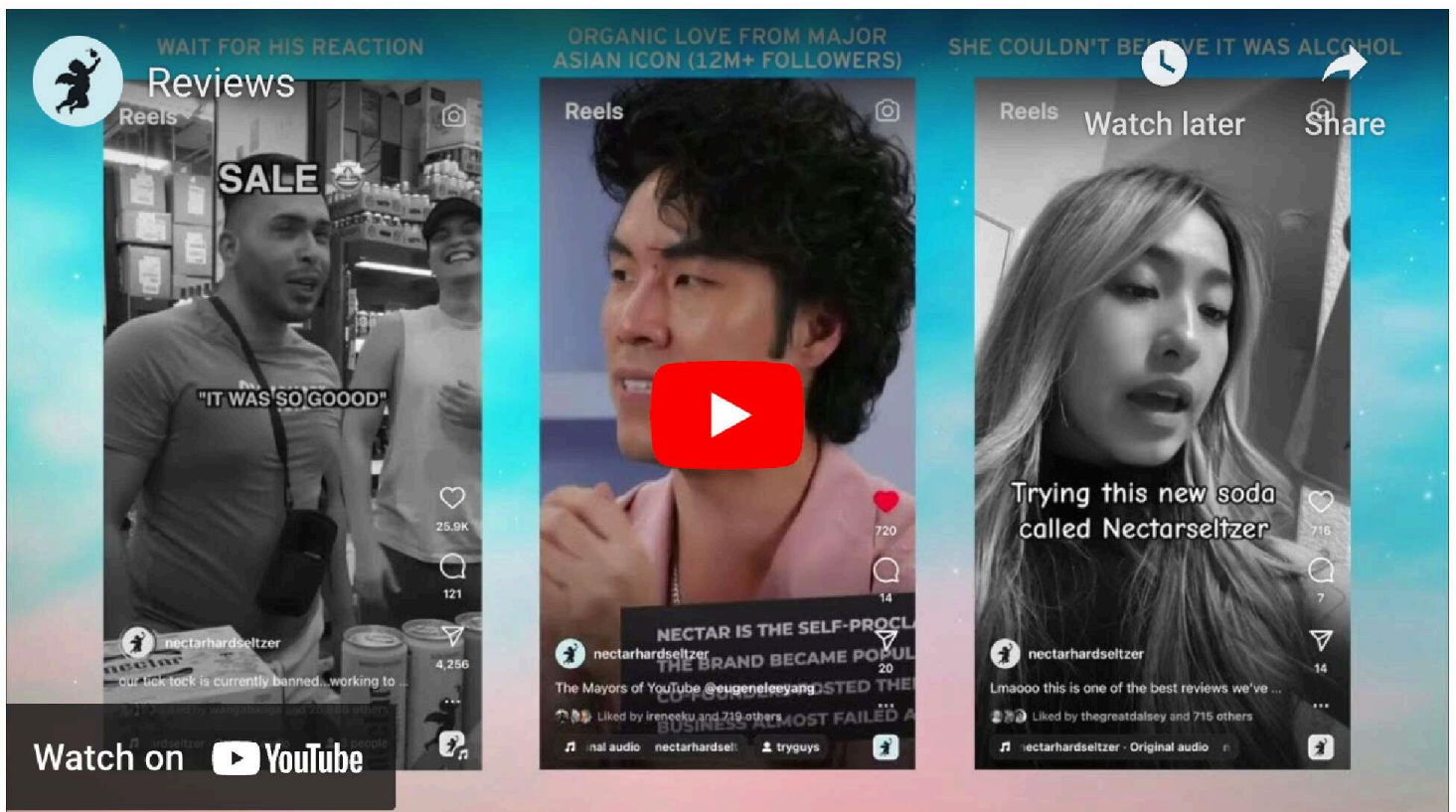
**AVERAGE RATING**



**90**  
CALORIES

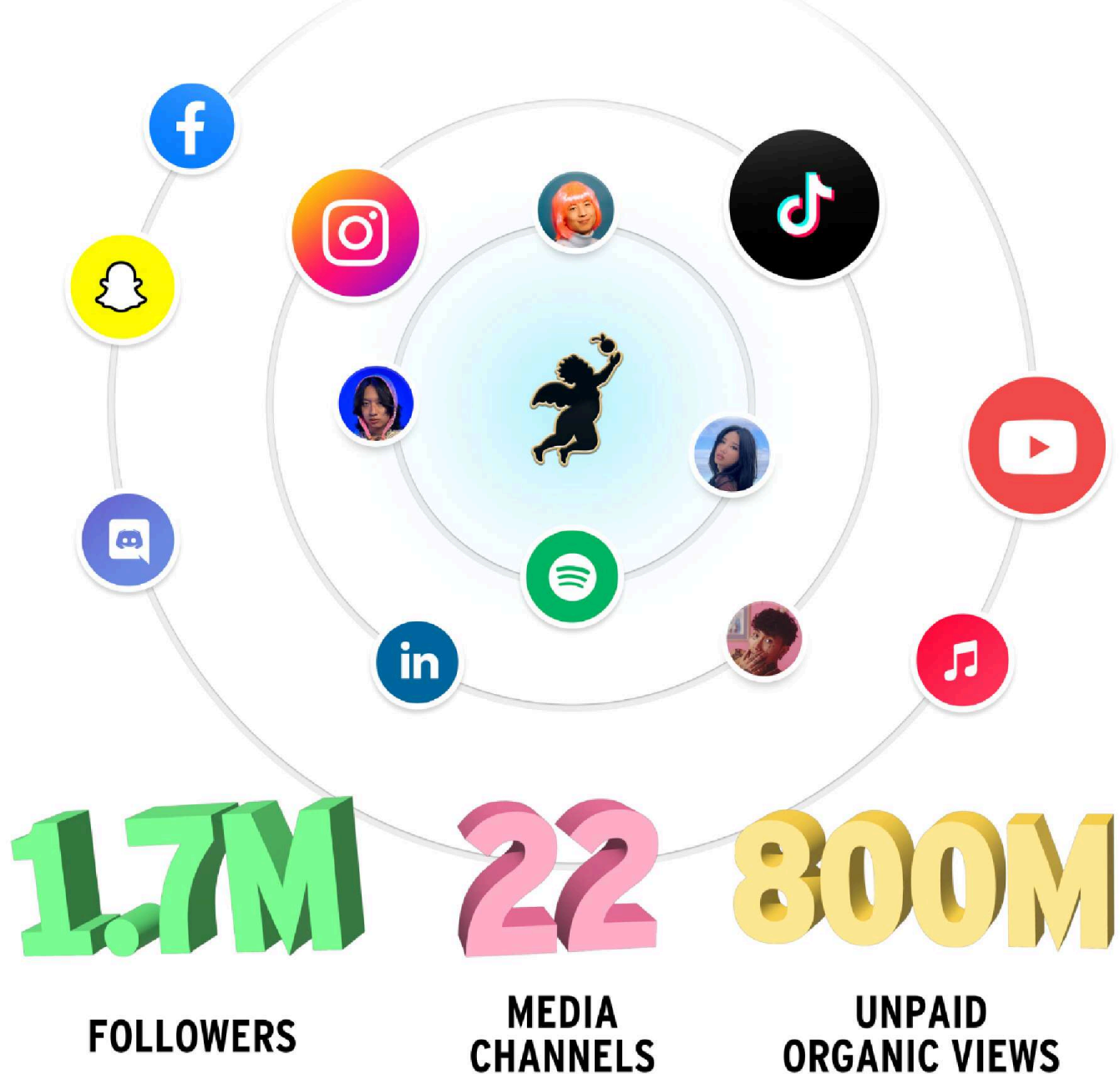
**0g**  
SUGARS

**4.7%**  
ABV





**NECTAR IS DELIVERING A  
DIVINELY DIFFERENT COMMUNITY**



**NECTAR IS DOMINATING SOCIALS**

**nectar**  
BEYOND TRADITION



Mid-Day Squares

**poppi™**

**ROCKSTAR**  
ENERGY DRINK

**skittles**



**BEATBOX**  
BEVERAGES



TOTAL LIKES ON TIK TOK

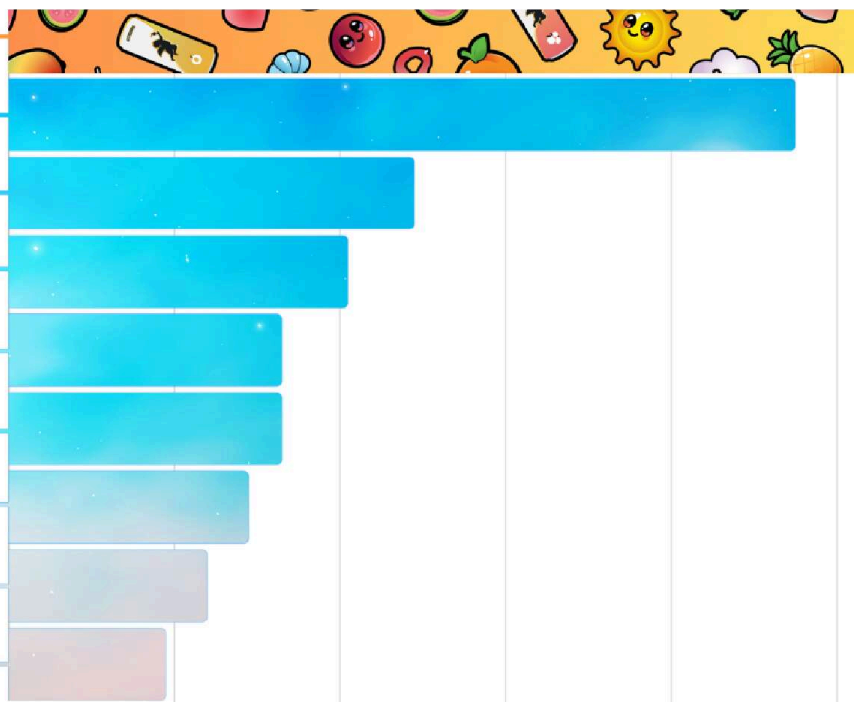
2m

4m

6m

8m

10m



Store Drops



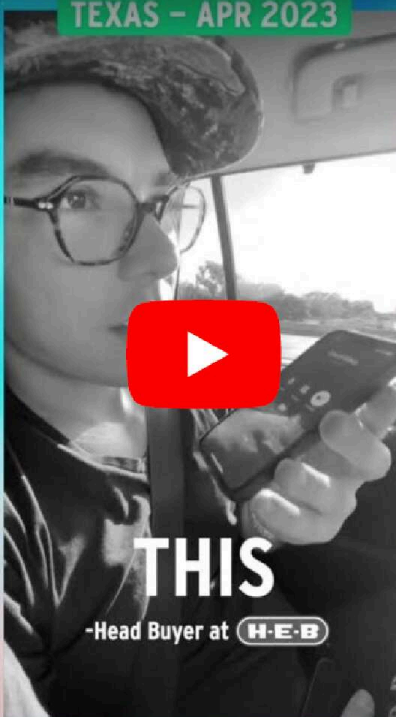
Nectar Seltzer

Part 4 | Dec. 2020, you changed our lives forever. 2021 is the year yo... more  
Free - @LodisTheChild & Drew Lo

Eng shared this video Follow back

Watch on YouTube

TEXAS - APR 2023



**THIS**

-Head Buyer at **H-E-B**

HAWAII - OCT 2023

Watch later  
Over 300 Hawaiians  
showed up to this  
grocery store



O'ahu · Honolulu

Nectar Seltzer 2.3 people

TY YOU TO EVERYONE WHO SHOWED UP!!! PARTY TIME TONIGHT. #h... more  
original sound - nectarseltzer (Con...



# BACKED BY INDUSTRY LEADERS

OUR INVESTORS AND ADVISORS COME FROM MEDIA,  
ENTERTAINMENT, AND FOOD & BEVERAGE



## ALCOHOL EXITS TRADE HIGHER THAN NORMAL CPG

NOTABLE  
EXITS



\$650M EXIT  
\$28M REV

23.2x



\$120M EXIT  
\$2.55M REV

47x



\$65M EXIT  
\$8M REV

8.1x



\$100M EXIT  
\$11.9M REV

8.4x

RECENT  
VALUATION  
MULTIPLES



12x



13x



9.9x



11x

# INVESTMENT LEVELS & PERKS

## LEVEL 1 \$250

10% off online store for 1 year

## LEVEL 2 \$500

15% off online store for 1 year

## LEVEL 3 \$1,000

- 20% off online store for 1 year
- Nectar trucker hat (crowdfund only)

## LEVEL 4 \$2,500

- 20% off online store for 1 year
- Nectar trucker hat (crowdfund only)
- 1 Box of Nectar

## LEVEL 5 \$5,000

- 30% off online store for 1 year
- Nectar trucker hat (crowdfund only)
- 2 Boxes of Nectar



## LEVEL 6 \$10,000

- 30% off online store for 1 year
- Nectar trucker hat
- 2 Boxes of Nectar
- Nectar Hoodie

## LEVEL 7 \$25,000

- 30% off online store for 1 year
- Nectar trucker hat
- Nectar hoodie
- 2 VIP tickets to any Nectar sponsored





events



## LEVEL 8

# \$50,000

- 30% off online store for 1 year
- Nectar trucker hat (crowdfund only)
- Nectar hoodie
- 2 VIP tickets to any Nectar sponsored events (flights + 1 hotel night included)



## LEVEL 9

# \$100,000

- 30% off online store for 1 year
- Nectar trucker hat (crowdfund only)
- Nectar hoodie
- Group dinner with the founders
- 2 VIP tickets to any Nectar sponsored events (flights + 1 hotel night included)



## LEVEL 10

# \$250,000

- 30% off online store for 1 year





- Nectar trucker hat (crowdfund only)
- Nectar hoodie
- Group dinner with the founders
- 4 VIP tickets to any Nectar sponsored events (flights + 1 hotel night included)
- Make a flavor with us

## THE NECTARINE TEAM



**JEREMY KIM**  
CO-FOUNDER

Jeremy spent the last 6 years in the music industry working with multi-platinum artists. He then ran strategy for YouTube's largest multi-channel network, The Nations. His expertise lies in brand development, digital marketing and operations.



**JOHN DALSEY**  
CO-FOUNDER

John is an entrepreneur with 6 years of experience in the craft beer industry. He is the co-founder of Double Nickel Brewing Co., one of New Jersey's fastest growing breweries. His knowledge encompasses marketing, manufacturing, operations and finance.



**BRANDO**  
ART DIRECTOR

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**GENG WANG**  
MARKETING DIRECTOR

Geng has spent 10 years working across CPG, fashion, and entertainment. He's spearheaded digital media strategy at Constellation brands (including Corona Extra and Modelo Especial) for four years before starting his journey on Nectar.



**SEBASTIAN SMUTS**  
CHIEF OPERATING OFFICER

Sebastian started his career at Fever-Tree Mixers in the UK, before moving to the US where he spent 4 years scaling Cann Social Tonics. An avid early stage beverage operator, he drives forwards by building the structure to successfully manage growth.