

INVEST IN **PEAK COCKTAILS**

# Revolutionizing the Alcohol-Free Market for Active People



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

Columbus, OH



## Highlights

- 1 \$600k revenue since launch with \$1.1M annual run rate
- 2 4.9 stars from 10,000+ customers
- 3 Management team hailing from Coca-Cola, Ogilvy, working on Starbucks and global CPG brands
- 4 NA RTD market is growing 78% annually thru 2027, with Peak positioned to capitalize on the trend.
- 5 The NA brand created for athletes and active people.

- 6 70% gross margin & profitable on first order
- 7 50% of sales from repeat buyers, showing strong loyalty with high LTVs.
- 8 Mission first: 5% of our profits go to non-profits helping people reach their peak potential

## Featured Investor



**Ryoji Kubo**  
Syndicate Lead

Follow

Invested \$50,000 ⓘ

Ryoji is a serial entrepreneur and Managing Partner at Global Development Company.

"I invested in Peak Cocktails because I am convinced they're creating a standout brand in the non-alcoholic beverage sector. Their unique approach to blending health-focused ingredients with exceptional taste is reshaping how we think about alcohol-free options.

Having followed their journey, I've seen firsthand their commitment to quality and innovation. The world-class team at Peak Cocktails, led by a visionary founder, is not just building a brand; they're creating a movement.

Their strategic focus on catering to active individuals makes them the go-to choice in a rapidly expanding market. I'm excited about their trajectory and firmly believe in their potential to redefine the industry."

## Our Team



**Ian Cross** Founder & CEO

Former R&D Project Leader developing \$500m+ brands from concept to mass production. Ian's other curious



from concept to mass production. Ian's super curious journey and passion for fitness culminated in creating Peak Cocktails.



**Aki Yamazaki** Head of Marketing

Former Communications Director at Coca-Cola. Aki has decades of marketing experience with CPG and Beverage brands like Starbucks, Diageo, and P&G.



**Sam Anderson** Head of Mixology

Sommelier, Mixologist, Beverage Director for Michelin-starred restaurants. Elite marathon runner, swimmer, and surfer featured on the cover of Runners World magazine.



**Manuel Lima Isomura** Head of Creative

Lima, a Pratt Institute-trained creative genius, honed his craft on CPG powerhouses Suntory, Unilever, Nestle, and Danone.



**Scott Silverman** Head of Brand Integration

Former Business Director at Ogilvy, managing \$80M marketing budgets on brands like Microsoft, Intel, and IBM.



**Kevin Schrik** Head of Finance

Director of Finance at PE firm Harbour Group, Kevin brings expertise in investment, growth, and exit strategies. Former manager at Deloitte, his MBA studies at Kellogg further enrich his financial acumen.



**Stacey McInnes** Strategy Advisor

CSO & COO at Cluep, SVP of Strategic Planning at Publicis and McCann Erickson.

# OUR STORY

## Drinking culture has evolved— not drinking is the new normal.

In our fast-changing world, mindful choices are reshaping drinking culture. With a surge in popularity for alcohol alternatives, most, unfortunately, fall short. Time for a better choice.

**46%**

of Americans are  
trying to drink  
less alcohol.

**70M**

US adult buyers of  
no-alcohol drinks

**29%**

YOY growth of  
no-alcohol drinks

In 2021, our founder Ian embraced Dry January, experiencing significant improvements in both physical and mental well-being. The impact was so profound that he opted to continue well beyond January.

During the ensuing months, Ian's bar cart became a laboratory of wellness, taking supplements from his fitness regimen and mixing them into mocktails. Tart Cherry for muscle soreness, Ashwagandha for stress relief, Curcumin for inflammation, L-theanine for relaxation—these weren't just supplements, they were keys to unlocking a better self. By infusing these powerful compounds into delicious drinks, Ian tapped into a synergy of taste and vitality.

## For active consumers, existing alcohol alternatives fall short.

Water, Soda, Tea

NA Beer, Wine, Mocktails

Functional Beverages







**Not Satisfying**



**Not Healthy**  
High Calories & Sugar



**Not Fitness Oriented**  
Ineffective for Athletes

The current offerings— calorie-laden imitations of alcoholic drinks— failed to satisfy the discerning palate. Recognizing a void in the market for health-focused individuals, Ian set out to craft something better.

## The ultimate NA cocktail for athletes.

### Designed For Athletes

Optimal fitness recovery, weight loss, & sleep

### Science-backed

Clinically-proven ingredients used in effective amounts

### Alcohol-Free

Improves mood, without the hangover



### Delicious Taste

Complex flavors crafted by award-winning mixologist

### Clean Label

Recognizable ingredients, with no added sugar & low calories

### Ready-To-Drink

No mixing required - can be served anywhere

Introducing Peak Cocktails: clinically-tested ingredients in the form of an indulgent cocktail. Through the ingenuity of our master mixologist, we've created a cocktail that goes beyond simply imitating alcohol—we're enhancing the entire experience.

No more settling for sugary sodas or uninspired mocktails. Peak Cocktails is where innovation and wellness meet to celebrate your active lifestyle.

## Clinically-proven ingredients. Actually effective doses.



### Body & Mind Benefits

Supporting physical & mental health, Peak has well-rounded benefits that athletes desire.



### ✓ Transparent

Athletes want to know what they put in their body - so we put it on our can.  
We don't hide behind a proprietary blend.

### ✓ Effective

We use the amount of ingredients proven to be effective in randomized, double-blind, placebo-controlled trials.



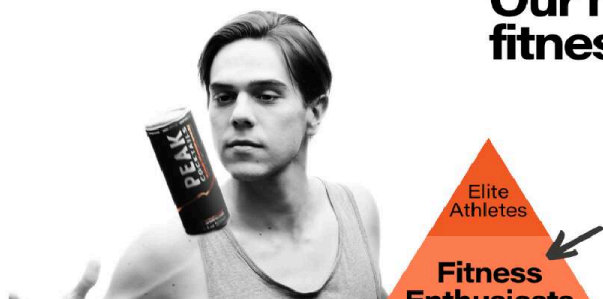
Committed to purity and potency, we disclose our functional blend on every can. We reject the notion of 'proprietary blends,' proudly showcasing our evidence-based formula. Each ingredient is meticulously measured, drawn from rigorous clinical trials.

## Here's how we stack up:

	<b>PEAK</b> COCKTAILS	Mocktails, NA Beer	Alcoholic Drinks
<b>CALORIES</b>	<b>35</b>	<b>100</b>	<b>150 - 300</b>
<b>INGREDIENTS</b>	Adaptogens, Nootropics, Superfoods, Real Fruit Juice	Sugar, Artificial Flavors & Preservatives	Ethanol, Sugar
<b>RECOVERY</b>	Aids muscle recovery	-	Inhibits protein synthesis
<b>SLEEP</b>	Deeper & longer restful sleep	-	Impedes deep restful sleep
<b>STRESS</b>	Promotes calm, Reduces chronic stress	-	Momentary relaxation, Increases chronic stress
<b>BRAIN</b>	Protects brain health	-	Degeneration of brain tissue
<b>INFLAMMATION</b>	Reduces inflammation	-	Increases inflammation
<b>IMMUNITY</b>	Strengthens immune system	-	Weakens immune system
<b>SOCIAL</b>	Improves sociability	-	Improves sociability

Understanding the aftermath of alcohol (yeah, we've been there) — from hangovers and inflammation to increased stress and compromised immunity — Peak champions better recovery, sleep, and relaxation, promoting social joy without the downsides.

## Our market is fitness enthusiasts.



### TARGET DEMOGRAPHIC

- Urban/Suburban Professionals
- Millennials/Young GenX (25-45)
- Male & Female
- \$150k+ HH Income

### IDENTIFIERS

- Fitness is a priority



We serve those for whom health is non-negotiable—the fitness enthusiasts diligently maintaining their bodies. Dedicated to excellence in their regimen, they extend this pursuit to what they consume, often blending moderation with mindful indulgence.

Our consumers aren't necessarily sworn to sobriety—they are modern individuals who prioritize wellness but also relish a social libation. Peak Cocktails is for the connoisseur of life, who entertains balance in all things.

For these discerning individuals, Peak Cocktails isn't just a choice; it's the embodiment of their ethos. It's an endorsement of a lifestyle where every sip is a toast to performance.

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## Leading the Non-Alcoholic Fitness Beverage Revolution

Though 70 million Americans are now consuming NA products, we're focused on a sub-segment of the NA market: the 14M **physically active** Millennials and Gen Xers that are replacing alcohol with zero-proof options. The untapped potential for active consumers within the NA market is striking, representing a potential market size of \$4 billion. (*Source: IWSR 2023 Strategic Study, Dec 2023*)

**A new market seeing huge growth.**



**14,000,000**

- ✔ Physically active
- ✔ Millennial & GenX
- ✔ Replacing alcohol with NA alternatives



**\$275**

Per customer spend in the NA category



**\$4 billion**

Expected to grow **29% annually**  
the overall Alcohol-Free market is estimated to be

**\$55B**  
by 2028

The overall NA market is expanding rapidly at an annual growth rate of 29%, with forecasts projecting it to reach an impressive \$55 billion by 2028. The Ready-to-Drink category is leading the charge with a whopping 78% CAGR from 2023-2027. (Source: IWSR 2023 Strategic Study, Dec 2023)

## Peak is in a league of its own.



## Unparalleled Positioning

In a market where nearly all brands prioritize trendiness and style, we take a more substantive approach. Our focus on the discerning fitness consumer has carved out a unique category all our own. Peak stands apart from the rest, backed by a tangible “function you can feel.”

Our positioning in the fitness space means we’re able to build authentic connections with our audience and engage with active consumers at a considerably lower acquisition cost. It also means we can forge authentic partnerships with athletes and celebrities who genuinely use and appreciate our products.

## We’re changing the way athletes drink.



### We've proven demand with DTC

\$600k+ sales  
10,000+ customers  
50% of sales from repeat buyers

### Customers are raving

4.9  
★★★★★  
400+ reviews  
79  
NPS

### We're already winning professional awards



RTD Category  
Alcoholic & Non-Alcoholic

And working with major brands.



## Exceptional Traction: A Proof of Market Demand

Boasting over \$600,000 in direct-to-consumer (DTC) sales, nearly half of which are from repeat buyers, the demand for Peak is undeniable. Our customers aren't just satisfied; they're evangelists for the brand. Our commitment to excellence is gaining recognition in the beverage industry too, evident in the awards we've secured at the prestigious San Francisco Ready to Drink Spirits Competition.

### Approved by Athletes. Loved by Everyone.

4.9 ★★★★★ from 400+ reviews

- ★★★★★ I have had a few different brands and Peak by far outshines the rest. - Casey, Illinois
- ★★★★★ Lost 10lbs just by switching from wine and feel a lot better in the morning. - Lysa, Kansas
- ★★★★★ Super effective. These have been game changers for us. - Jay, Pennsylvania
- ★★★★★ I experienced less soreness and slept better after drinking these. - Andrea, Louisiana
- ★★★★★ The relaxed and uplifted feeling after drinking them is awesome. - Michelle, California
- ★★★★★ They actually relax you and are super delicious! - Jillian, Michigan
- ★★★★★ I have tried all the options out there for a non alcoholic drink. Peak wins. - Joshua, Minnesota

Bootstrapped to a \$1.1 million revenue run rate, Peak is poised for significant market growth. Why raise funds now? With low customer acquisition costs and high lifetime value, we've built the rocket. Now we need to fuel it with increased marketing spend.

70% \$1.1M \$600k

70%  
Gross Margin

\$1.1M  
Revenue Run  
Rate

\$600K  
Cumulative  
Revenue

\$21  
Customer  
Acquisition Cost

\$103  
Lifetime Value  
1 Year  
Net Profit  
per Customer

3.9  
Marketing  
Efficiency Ratio  
Revenue per dollar  
spent on ads

## The Team

Our team has been together since Peak was founded over 2 years ago. With diverse backgrounds in marketing, finance, R&D, and mixology, we boast extensive experience with global CPG titans as well as startups in craft beer, wine, and spirits.



**Ian Cross**  
Founder + CEO  
R&D Project Leader  
developing \$500m+ brands  
from concept to mass  
production.



**Aki Yamazaki**  
Head of Marketing  
Former Coca-Cola  
communications director,  
led Starbucks RTD,  
managed iconic Diageo &  
P&G brands.



**Sam Anderson**  
Head of Mixology  
Bev director, Sommelier,  
Founder @ Ouro Wines,  
cover feat in Runner's World,  
& ads by Adidas



**Manuel Lima Isomura**  
Head of Creative  
Former CD/AD at Ogilvy  
and GREY, Agency Founder  
@ Caveman's Cave



**Scott Silverman**  
Head of Brand Integration  
Business director at Ogilvy  
(\$80M marketing budget),  
Agency founder @ Context  
Collective



**Stacy McInnes**  
Strategy Advisor  
CSO & COO at Cluep, SVP  
of Strategic Planning at  
Publicis and McCann  
Ericksen



**Kevin Schrik**  
Head of Finance  
Director of Finance @  
Harbor Group, M&A  
Manager @ Deloitte,  
MBA @ Kellogg NU



# A Vision for Growth

## New product launches and channel diversification drive growth.



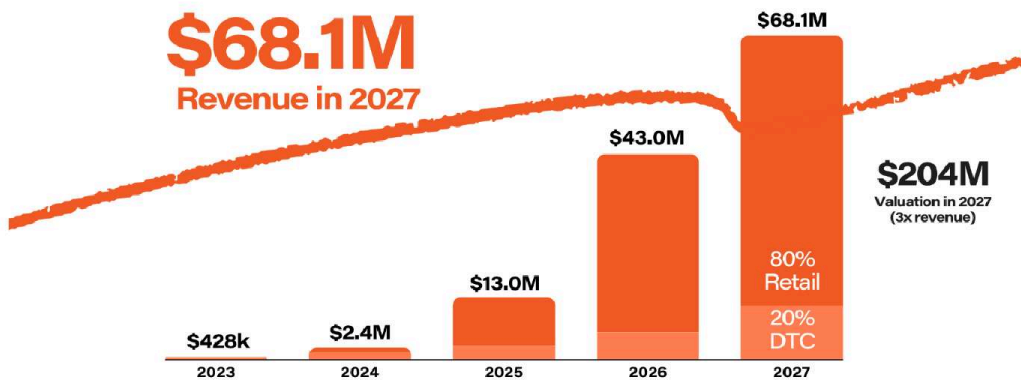
Future projections are not guaranteed

As we chart the course ahead, our growth strategy is focused on increasing repeat purchases, welcoming new customers, and establishing a robust regional retail presence.



To bring this vision to life, we’re set to introduce exciting new flavors, elevate our marketing initiatives, and foster meaningful partnerships with prominent celebrities and athletes.

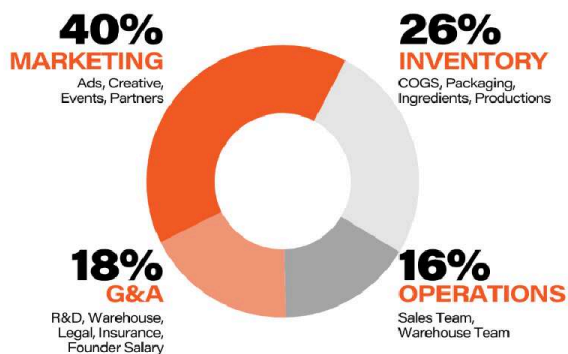
Our financial projections stand as a robust testament to our strategy—a projected \$68.1 million in revenue by 2027, with 80% of sales from retail channels.



Forward-looking projections cannot be guaranteed.

To fuel our growth, we're raising a \$1 million SAFE investment at a pre-money valuation of \$7.2 million. These funds will be allocated to scale marketing efforts, build inventory at lower cost, and strengthen operations, supporting crucial hires and R&D initiatives.

**We're raising a \$1M SAFE at a \$7.2M pre-money valuation.**



Our mission, straightforward yet profound, is to empower people to reach their peak potential—a commitment woven into every product we craft and every interaction we have - with customers, suppliers, partners, and our community.



#### OUR MISSION

**Empower people to reach  
their peak potential**

#### OUR VALUES

1. We push the boundaries of what a cocktail can be
2. We are authentic, honest, and uncompromising
3. Freedom to live on your terms
4. Sustainability of health - for individuals and the planet
5. Enable each person to reach their full potential

**PEAK**  
COCKTAILS

Our motto is "our bottom line is how much good we can do."  
This is why we give back 5% of our profits to support non-profit organizations dedicated to empowering individuals to achieve their full potential. We exist to be a vehicle for positive change.

Join us on this extraordinary movement to redefine the non-alcoholic beverage industry and promote a more health-conscious, fulfilling lifestyle for people everywhere.

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*Peak Cocktails are not just a drink; they're a movement towards a healthier, more vibrant future.*