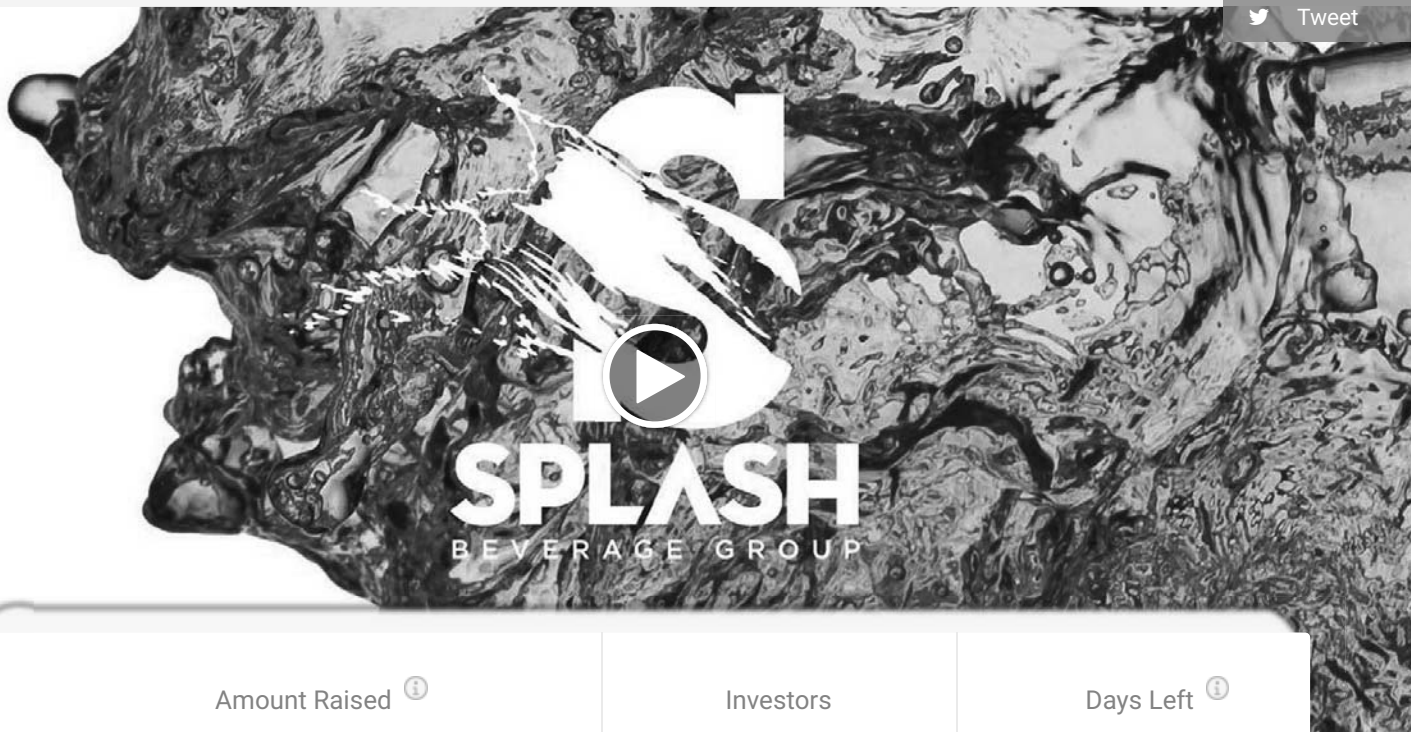


# Splash Beverage

Innovating with delicious, natural and healthy drinks that delight the body and inspire the mind.

[f Share](#)[Tweet](#)

Amount Raised ⓘ

\$0

Investors

0

Days Left ⓘ

164

Depending on the amount invested and investor accreditation status, this investment is being offered under either Regulation Crowdfunding through Flashfundrs Funding Portal, LLC or Regulation D through FinTech Clearing, LLC. Learn more about accreditation & investor rights, SEC regulations, and the \$20K threshold.

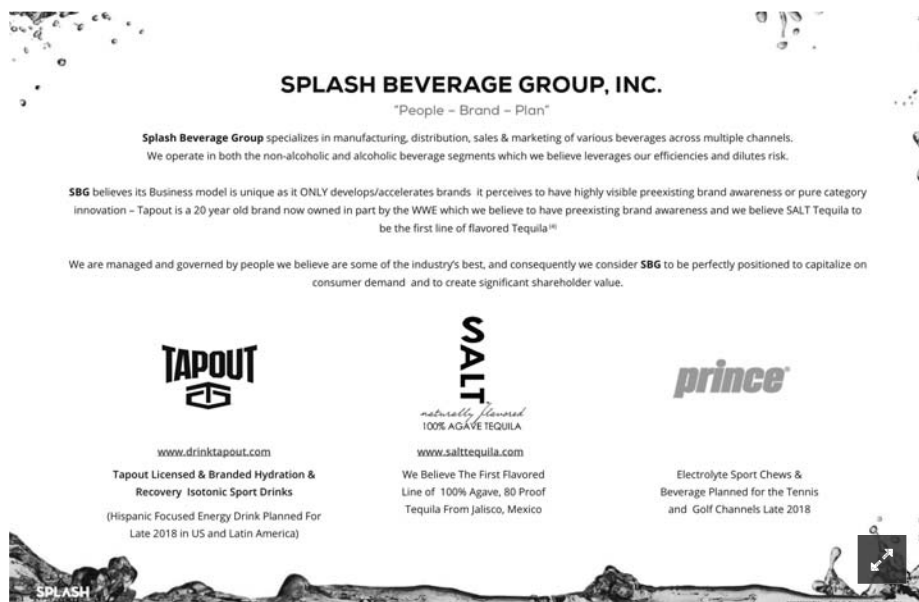
🌐 [splashbeveragegroup.com](http://splashbeveragegroup.com)

📍 Fort Lauderdale, FL

♡ Follow for updates

[Pitch](#)[Fundraising](#)[Comments](#)

# Splash Beverage Group, Inc.



[4] - WWE Key Performance Indicators - July 27, 2017

## Current Brand Line Up



## WE BELIEVE ALL OUR BRANDS ARE IN GROWTH CATEGORIES IN THE BEVERAGE SPACE

### TAPOUT

#### Category +7% vs. 2016

- Over the past five years, the U.S. retail market for energy and sports drinks expanded to \$25 BILLION in 2016 after rising at an annual rate of 7 percent over the preceding half decade <sup>(1)</sup>
- We believe hydration and electrolyte replacement, is key to category expansion
- In our opinion, healthier alternative products, water enhancement Mio for example, are showing growth
- We also believe fitness and exercise trends are driving category growth

### SALT

naturally flavored  
100% AGAVE TEQUILA

#### Category +7.1% vs 2016

- We believe flavoring has a significant impact on Rum, Vodka and Whiskey sales ... and we believe Tequila is next <sup>(2)</sup>
- In our view, premium 100% Agave brands driving consumption in the tequila market.
- George Clooney's, Casamigos Tequila sold for \$700,000,000, net or ~19.4 times sales on \$36,000,000 in sales for 2016 <sup>(3)</sup>
- We believe growth in Flavored spirit sales to be 10x that of non-flavored spirits.
- It is our view that the female consumer segment is virtually untapped for "straight" tequila



[1] - Energy Drink & Sports Drink Market Reaches \$25 Billion

[2] - Distilled Spirits Council 2016 Economic Briefing

[3] - George Clooney Could Get Up To \$233 Million From Casamigos Tequila Sale

## Our 4 Keys to Success

### WHAT WE THINK ARE OUR 4 KEYS TO SUCCESS

1.

#### EXECUTIVE MANAGEMENT:

**Management Team** is comprised of executives who we consider to have been among the most successful in the distilled spirits industry. Brands that have been managed by our executives include: RedBull, Bob Marley Beverages, Sparkling Ice, Bolt house Farms, Nabisco, Sara Lee, Diageo, and Gallo Muscle Milk.

**Our Board** is Comprised of Individuals who we consider to be industry & Financial Experts including a recent President & CMIO of Diageo, Current President of Bacardi, former Nestle Senior Vice President, former Deloitte & Touche Partner, and a former SVP of HR for DuPont.

2.

#### BUSINESS MODEL / BRAND PLAN - WE INTEND TO MARKET ONLY BRANDS WE BELIEVE HAVE EXISTING AWARENESS OR ARE INNOVATIVE:

**Tapout** is a 20 year old branding company generating \$200M in annual revenue, 16 times greater than its company's 2006 sales. Tapout branded beverages are now an Official Training Partner of the WWE which we provides us marketing leverage <sup>(4)</sup>

**SALT Flavored Tequila** is, in our view, truly innovative as we believe there are few flavored tequilas as of yet ... and Tequila is the 2nd fastest growing spirits segment. Additionally, flavors continue to positively impact spirits; together, flavored vodka and Canadian Whiskies had sales growth of more than additionally, flavors continue to positively impact spirits; together, flavored vodka and Canadian Whiskies had significant sales growth.

3.

#### WE BELIEVE WE HAVE EARLY TRACTION & MOMENTUM THAT PROVES OUR BRAND PLAN:

Products are on the shelf and are for sale in multiple channels - most importantly, in our opinion, chains are coming aboard due to our past relationships and their perception of the marketing reach of the WWE.

4.


#### EXECUTION & POTENTIALLY REALIZABLE VALUE ON EXIT:

As an example, George Clooney's Casamigos Tequila sold for \$700,000,000 net or ~20 times sales on \$36,000,000 in sales for 2016, as stated in Forbes. Bai Antioxidant Drinks was sold in early 2017 to Dr. Pepper SG for 1.7 Billion. <sup>(5)(6)</sup>



[12] - Dr Pepper Snapple Agrees to Buy Bai Brands for \$1.7 Billion

# People



**PEOPLE**  
Executive Management

**Robert Nistico**  
CEO & Managing Partner


- 26 Years experience in the Beverage Industry
- Executive management experience in all 3 Tiers of Beverage 3 Tier System. Served in executive roles with responsibilities for sales, marketing, distribution and brand development for beer, wine, spirits and non alcoholic beverage categories
- 5th Employee at Red Bull North America, Inc. and Served as SR Vice President & General Manager for Over 10 Years
- Most recently as President & CEO of Marley Beverages, led company from \$0 to \$45 Million in annual revenue in 3 years<sup>(1)</sup>

**Kevin McClafferty**  
Distribution

- 27 Years experience in the Beverage Industry
- Led Marley Beverages with Mr. Nistico from \$0 to \$45 Million of revenue in 3 years<sup>(2)</sup>
- President of Sparkling Ice and brought that company to profitability in under 2 years<sup>(3)</sup>
- Helped Launch Bolthouse Farms which recently sold for \$1.4 Billion to Campbell Soup<sup>(4)</sup>

**Aida Aragon**  
Vice President National Accounts

- 15 Years Sale & Marketing Experience in Fast Moving Consumer Goods ("FMCG")
- Sales and Marketing Coordinator for CytoSport Creators of Muscle Milk. Her duties Included Execution of Grocery and Specialty Store Rollouts Increasing Muscle Milk's National Brand Awareness.
- Aida Aragon has a history of competing in fitness competitions, and has been featured in Planet Muscle, Natural Muscle, and Muscle Media Magazines Where She Developed Key Relationships in the Fitness & Nutrition Channels



[5] - Company Overview of Splash Beverage Group, Inc.; Expo East 2012 Booth Check In: Marley Beverage Co.

[6] - Talking Rain's Sparkling Ice an Overnight Success – After 25 Years

[7] - Campbell Soup to Buy Bolthouse Farms for \$1.55 Billion



**PEOPLE**  
Executive Management

**Lee Brody**  
CMO

- 20 Years experience in the Beverage and FMCG Industries
- Led Marketing Team for Marley Beverages
- VP of Marketing for Steaz<sup>(1)</sup>
- Agency EVP for Airborne Health Formula and ZonePerfect Nutrition Bars
- Recognized with Ad Age's Marketing top 50 Innovative Firms

**Sanjeev Javia**  
Nutritional Scientist & Product Development

- Sports Nutrition & Fitness Industry Planner
- Throughout his career he has written nutritional plans for professional athletes including Olympic Gold Medalists<sup>(2)</sup>
- His client list includes Super Bowl MVPs Tom Brady and Kurt Warner, World Series Champions Curt Schilling and Randy Johnson, Stanley Cup Champions, PGA Players, Green Bay Packers, Red Sox & Denver Nuggets<sup>(3)</sup>
- We believe our association with Mr. Javia provides us a unique advantage that we expect to leverage and communicate at a time we deem proper



[8] - Speaker Lee Brody - CMO

[9] - Brilliant Nutrition - Team - Sanjeev Javia; Sanjeev Javia; Sports Business Review: XELR8's Bazi Nutritional Drink



## BOARD OF DIRECTORS

<b>Peter McDonough</b> Former PRESIDENT & CMO, DIAGEO Americas from 2008 to 2016	<b>Pete Carr*</b> New PRESIDENT of BACARDI - former PRESIDENT of DIAGEO Control States (16 States where the State Govt owns the retail liquor stores)
<b>Robert Nistico, CEO &amp; Founder</b> Former RED BULL SVP&GM	<b>Jack Mulhern*</b> Former PRESIDENT NESTLE USA
<b>Jim Sjoerdsma, Founder &amp; COB</b> SVP of HR for DUPONT	<b>John Walsh*</b> Former DELOITTE & TOUCHE PARTNER*
<b>Justin Yorke, McGrain Financial</b> PARTNER	
<b>Tim Brasil, Founder</b>	

\*Transitioning to Advisory Board position



## SALT Tequila



### BRAND PORTFOLIO STRATEGY

Required (Minimum) Brand Attributes Incorporated that we believe Reduce & Dilute Risk



**SALT Tequila**

- We Believe We Are The First Flavored 100% Agave 80 Proof Tequila Line
- We think it has outstanding taste, especially given it is 80 Proof
- We believe flavoring has influenced sales growth of Rum, Vodka, and now, brown liquors such as whiskies and brandies- In our opinion, Tequila is next
- Positive Total Category Growth of 7.1% and High End Segment up 14.9% in 2016 <sup>(1)</sup>
- Pennsylvania Liquor Board just authorized all 621 stores to carry SALT- The largest spirits buyer of the 17 Control States and, as such, we believe it is a leading influencer of merchandising in 16 other states where liquor sales are similarly controlled (i.e. "control states") <sup>(1)(2)</sup>
- We believe the brand is gender neutral and has appeal to female consumers due to the flavor profiles of chocolate, berry and citrus.



[10] - Pennsylvania Liquor Control Board - Product Catalog, Apparent Consumption of Distilled Spirits By State, In Wine Gallons (Preliminary Report -

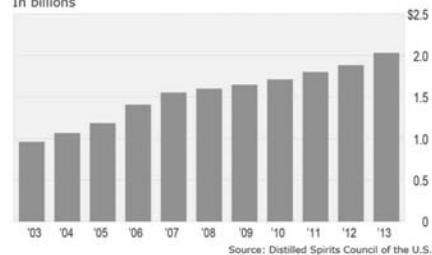
## SALT FLAVORED TEQUILA

**SALT.**  
*naturally flavored*  
100% AGAVE TEQUILA

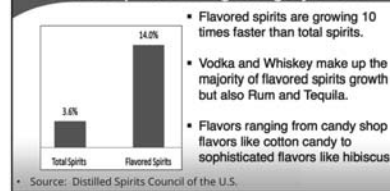


**WE BELIEVE SALT IS AT THE INTERSECTION OF THE MOST IMPORTANT TRENDS OF THE DISTILLED SPIRITS MARKET**

**U.S. tequila revenue**  
In billions



**Flavored Spirits Driving Category Growth**



See footnote 2.

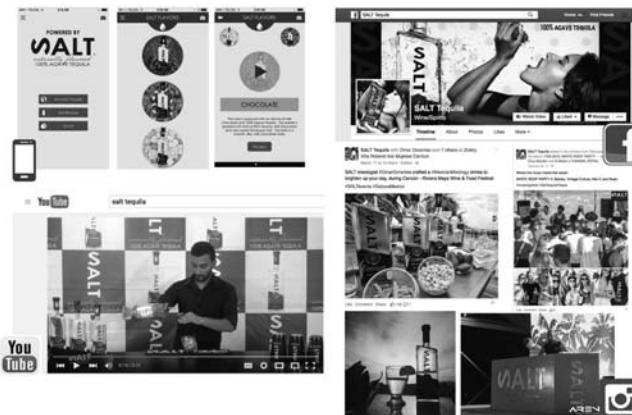
## SALT MARKETING & ADVERTISING



## OUR PERCEPTION OF THE TYPICAL SALT CONSUMER

Value (<\$13)		Premium (\$14-\$34)	Super Premium (\$34+)
Female			Male
21		40	
<p>We see the SALT Tequila drinker as a young, active and social woman or man who is out of college and looking for a more sophisticated option for social occasions.</p>			

## SELECTED PORTRAYALS OF SALT IN SOCIAL MEDIA



## SELECTED PORTRAYALS OF SALT IN SOCIAL MEDIA (CONT.)



## SALT FLAVORED TEQUILA

"Foundation Room Las Vegas"



### Activation Strategy

- Trade focused introductory event in Las Vegas
- Focus on premise – promotional events, sampling
- Dedicated field sales and marketing staff on site
- Continue on premise focus through events, bar merchandise, specialty cocktails
- Amplify awareness through media (PR/adv/social)
- Holiday-based retail strategy – Valentine's Day, Cinco de Mayo, Fourth of July, Christmas

## BRAND ACTIVATION AND MARKETING





## SALT TEQUILA AWARDS



## TapouT Beverages

### BRAND PORTFOLIO STRATEGY – TAPOUT BEVERAGES – MUST HAVE MEASURABLE LEVEL OF EXISTING BRAND AWARENESS

Required (Minimum) Brand Attributes to Reduce & Dilute Risk

#### TapouT

- TapouT has 20 Years of Operating History and \$200M of Sales in 2016 of Branded Merchandise. We Believe Our Partnership with the Core Brand Will Leverage Our Sales of TapouT Beverages
- New Partnership with WWE = 277M Impressions monthly in 62M households - All Celebrities to Wear TapouT Clothing
- TapouT athletic wear is already being sold at Major retailers ; we believe it appeals to both male and female consumers raising awareness to the core brand.
- New Branding Tied to WWE as Official Training Partner of TapouT.

We believe TapouT's vision is to become the next Under Armour and not exclusively an entertainment wrestling brand. In our view, there are already a variety of TapouT branded products & properties to help realize the TapouT vision, (TapouT branded Yoga Clothing, TapouT Gyms, TapouT Athletic Equipment, TapouT Workout Videos, and TapouT Body Spray by Elizabeth Arden sold at in Wal-Mart, among others).



## TAPOUT

Vertical Strategy



**FITNESS CHANNEL**  
Tapout Hybrid - Credibility & Belief  
Built Thru Opinion Leaders

**TRADITIONAL CHANNELS**  
(Grocery, Convenience, etc.)  
Captures the Health Minded & is  
"Aspirational"

**HISPANIC CHANNELS**  
Labeled in Spanish to Speak  
Directly Consumer Demographic

## TAPOUT'S WWE PARTNERSHIP



**WWE to Relaunch Tapout Clothing Brand in New Joint Venture**

WWE and Tapout have announced a joint venture to relaunch the Tapout clothing brand in a new joint venture. The partnership will see the two companies combine their expertise in the fitness and entertainment industries to create a new brand that will appeal to a wider audience.



Tapout had previously been closely aligned with MMA fighting.

More Content  
More Content  
More Content

WWE has formed a joint venture with Splish, Splash, & Pop, to relaunch the Tapout clothing brand in a new joint venture. The partnership will see the two companies combine their expertise in the fitness and entertainment industries to create a new brand that will appeal to a wider audience.

Tapout will now be responsible for a broader fitness brand, with the company also set to serve as the official fitness and training partner of WWE.

As part of the deal, Tapout will be responsible for WWE's fitness apparel, from its TV shows and pay-per-view events to special merchandise for its WWE Superstars, as well as the fitness and apparel brands.



MORE POPULAR

## WE CONSIDER THE WWE A MULTI-PLATFORM GLOBAL ENTERTAINMENT COMPANY WHICH SHOULD HELP SPLASH RAISE AWARENESS OF TAPOUT BRANDED BEVERAGES (11)

WWE Talent  
150+ Superstars, Divas and Legends

Television Programming 170+ countries/35 languages 11.5+ hours of original programming/week globally 13 million viewers/week (U.S.)

WWE Events 6 shows per week 320 events annually

Music Original releases  
iTunes, Amazon.com

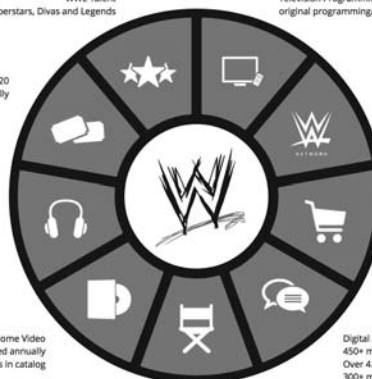
Home Video  
25+ titles released annually  
Over 400 titles in catalog

WWE Studios  
40+ films  
8-10 new releases per year

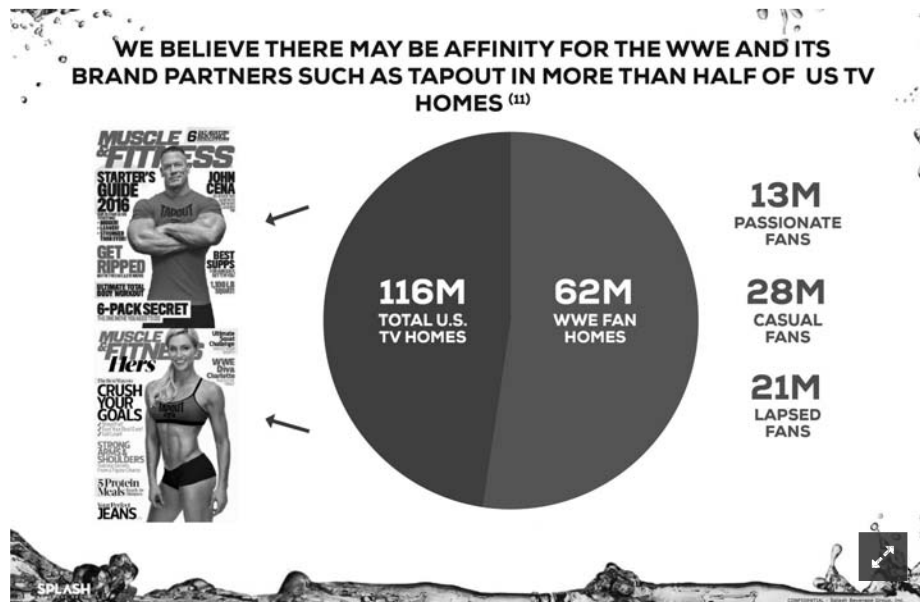
WWE Network  
24/7 OTT  
All 12 PPV Events  
Video On Demand  
Original programming

Consumer Products  
200+ licensing partners  
Global partnership with Mattel  
68+ million video games sold

Digital and Social Media  
450+ million fans across all platforms  
Over 4.2 billion video views on YouTube  
300+ million WWE.com page views/month globally  
16 million downloads of WWE App



(11) - Unrelated to Footnote [11], here refers to *WWE Brand Presentation* (PowerPoint presentation available upon request).



(11) - Unrelated to Footnote [11], here refers to *WWE Brand Presentation* (PowerPoint presentation available upon request).



## WWE MARKETING INTEGRATION WITH SPLASH'S TAPOUT BRAND- ED BEVERAGES – WWE HAS 739 MILLION FOLLOWS ON SOCIAL ME- DIA TO LEVERAGE (15)



### DIGITAL MEDIA

We have developed customized digital media content for social media and in store promoting Tapout as the official fitness and training partner of the WWE:

- Integration on WWE YouTube Channel
- Geotargeted digital ads around specific events
- Email blasts to Tapout and WWE fans to drive store traffic



### LIVE EVENTS



Key partner events include:



Forbes names WWE one of the World's Top 10 Most Valuable Sports Brands in 2014



### HIGH IMPACT ENDORSEMENTS

Talent to tweet or post announcement that Tapout product has launched at 7-Eleven.

- John Cena – 44 Million+ fans <sup>15</sup>
- Bella Twins – 12 million+ fans <sup>15</sup>



[15] - WWE Likely To Top One Billion Social Media Followers In 2018

## PACKAGING TIED TO WWE AND IS BI-LINGUAL (SPANISH)



Execution



## ILLUSTRATIVE EXAMPLES OF SPLASH'S MARKETING EXECUTION-1

All Brands on Shelf and Currently Available for Sale

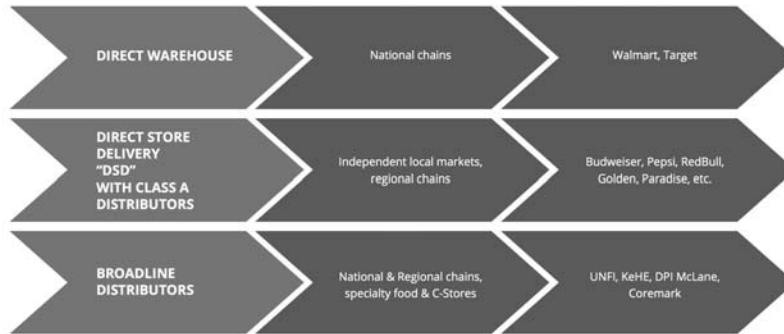


## ILLUSTRATIVE EXAMPLES OF SPLASH'S MARKETING EXECUTION-2

All Brands on Shelf and Currently Available for Sale



## OUR HYBRID DISTRIBUTION MODEL USES ALL 3 ROUTES TO MARKET



We have signed what we believe to be strategic key Broadline Distributors which should give us the ability to distribute to every national and regional chain – We consider this to be very important competitive advantage

## Financial Overview



## 5 YEAR PROJECTIONS

(Based on MINIMUM VPO's and Does Not Include Acquisitions, Line Extensions, Cash on Exits, etc.)

Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales (Case Volume)	237,100	481,000	1,618,500	3,676,000	5,022,000
GROSS SALES REVENUE	6,023	15,754	40,398	91,728	154,536
Total stores projected per year	6100	14300	30200	86000	130000
Royalties - International	0	250	865	1,000	2,000
Permanent Discounts	(162)	(346)	(1,104)	(2,507)	(3,565)
Distribution Costs (w-house & transport)	(447)	(907)	(3,052)	(5,882)	(6,529)
NET SALES VALUE	5,413	14,753	37,107	84,339	146,442
TOTAL GROSS PROFIT	1071	3,694	10,251	26,173	51,729
Blended Gross Margin %	27%	29%	33%	37%	41%
Marketing	2367	4,396	4,628	5,253	5,699
Total SG&A Expenses	3,037	4,128	4,146	6,906	7,562
% net change		+30%	+7.0%	+66%	+9%
Net Income (Not Including Operating Capital)	(4,437)	(5,081)	2,114	12,663	36,534

\*Revenue forecasts / case sale assumptions for each year are based on the number of store openings each year and are calculated by multiplying the number of stores by the minimum sales required by each channel to stay in distribution and as a result are conservative. Growth each year is defined by additional store openings and projected display activity in key accounts which dramatically increases sales in existing accounts. Year to year marketing and operational expenses are planned in concert with expansion to support growth.

## EXAMPLES OF COMPARABLE BEVERAGE INDUSTRY COMPANY SALE TRANSACTIONS WE CONSIDER RELEVANT

- The global refreshment-beverages industry recorded more than \$880 Billion in sales in 2015, with continued projected growth in 2016, and a projected value of \$1 trillion by 2020.
- We believe Vitamin Water's \$4.2B sale to Coca-Cola demonstrates significant interest by strategic organizations in the Functional Beverage Category.
- We have structured and positioned Splash Beverage Group to capitalize on our perception of consumer trends in order to maximize our growth potential and future value.

Year	Target	Acquirer	EV	EV/Sales	EV/EBITDA	Category/Segment
2016	Bai	Dr Pepper SG	1.7 B	6.5x	-	New Age
2006	Wm. Bolthouse Farms, Inc.	Madison Dearborn Partners, LLC	1.02 B	4.5x	-	Fruit & Vegetable Juices, RTD Coffee
2014	Wm. Bolthouse Farms, Inc.	Campbell's	1.55 B	6.1x	-	Fruit & Vegetable Juices, RTD Coffee
2015	Deep Eddy Vodka	Heaven Hill	425 M	5.1x	13.7x	Vodka

Foot notes 11, 12 & 13

**\*\*NOTE: Comparable transactions relevant as of 11/7/2017. Updated information available upon request.**

[11] - Campbell Soup to Buy Bolthouse Farms for \$1.55 Billion

[12] - Dr Pepper Snapple Agrees to Buy Bai Brands for \$1.7 Billion

[13] - Deep Eddy Vodka Founder Forms VC Firm with Former Coke Exec

## Key Points

## KEY POINTS

- TapouT is a 20 Year Old Global Brand producing \$200 Million in Annual Revenue – We believe its relationship with WWE provides our non-alcoholic beverages brand leverage
- We believe SALT, our Flavored Tequila line, is First to Market in the Fastest Growing Segment of the Distilled Spirits Market
- We producing Prince branded items and believe they will grant us access to new marketing channels
- Management Team is Comprised of what we consider among the industry's best and most successful executives
- Products on Shelf in Multiple Channels in both Mexico & USA
- We consider our Board of Directors is second to none, and comprised of Industry and Financial Experts
- TapouT Hispanic Focused Energy Drink to Launch End 2018
- Celebrity branded rum planned for end of 2018
- **George Clooney's Casamigos Tequila sold for \$700,000,000 net or ~20 times sales on \$36,000,000 in sales for 2016, as stated in Forbes.**
- **And Bai Antioxidant Drinks recent sale to Dr. Pepper SG 1.7 BILLION earlier this year.**

## Risks & Disclosures

[Click Here to View Risks and Disclosures](#)

## 10b-9 Compliance

**Will insider investments be accepted for this offering?\***

Yes.

**If yes, these are the names of the insiders that have invested or are expected to invest:**

McGrain Financial will be investing in this 506(c) offering. Justin Yorke is a Partner at McGrain Financial and is also Board Member of Splash Beverage Group, Inc.

**What is the maximum amount of investment that will be accepted from insiders?**

Any above listed individual or entity may invest up to



the maximum total investment amount sought in this offering unless otherwise disclosed. Additionally, any investment accepted from an insider will not count toward the offering's minimum contingency. The investment will only be reflected as a part of the total amount raised after the contingency has been reached.

**Definitions:**

Transactions for or on behalf of the Issuer or broker-dealer, their affiliates or associated persons (including control persons, officers, employees, and immediate family members thereof), or any entities through nominee accounts require disclosure.

- "Affiliate" means a person that directly or indirectly, through one or more intermediaries, controls or is controlled by or is under common control with, the Issuer.
- "Officer" means an Issuer's president, principal financial officer, principal accounting officer (or, if there is no such accounting officer, the controller), any vice-president of the Issuer in charge of a principal business unit, division or function (such as sales, administration or finance), any other officer who performs a policy-making function, or any other person who performs similar policy-making functions for the Issuer. Officers of the Issuer's parent(s) or subsidiaries shall be deemed officers of the Issuer if they perform such policy-making functions for the Issuer. In addition, when the Issuer is a limited partnership, officers or employees of the general partner(s) who perform policy-making functions for the limited partnership are deemed officers of the limited partnership. When the Issuer is a trust, officers or employees of the trustee(s) who perform policy-making functions for the trust are deemed officers of the trust.
- "Immediate family" shall mean any child, stepchild, grandchild, parent, stepparent, grandparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, and shall include adoptive relationships.
- "Control person" is a person that directly, or

indirectly through one or more intermediaries, controls, is controlled by, or is under common control with the issuer or broker/dealer

- “Control” is the possession, direct or indirect, of the power to direct or cause the direction of the management and policies of a person, whether through the ownership of voting securities, by contract, or otherwise

**\* This offering will only close if the minimum offering contingency is fully met with non-insider purchases.**

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