



# ENCLAVE BEVERAGE GROUP

PRODUCT ROADMAP & BRAND EVOLUTION

# PRODUCT ROADMAP - THE ROAD AHEAD

PRODUCT

ONE BRAND  
EYE-V ALCOHOLIC  
EYE-V BREW ALCOHOLIC

ONE BRAND  
LOW CALORIE NON-ALCOHOLIC  
WATER NON-ALCOHOLIC

CAPITAL INVESTMENTS OCCUR

ONE BRAND  
WHISKEY ALCOHOLIC  
VODKA ALCOHOLIC

ONE BRAND  
ROSÉ ALCOHOLIC  
CHAMPAGNE ALCOHOLIC

ENERGY NON-ALCOHOLIC

2017

2018

2019  
EQUITY ROUND: SERIES A

2020

2022

2024

TIMELINE

CENTRAL MANAGEMENT + COMPOUNDED SYSTEM = SUCCESSFUL PRODUCT LAUNCHES

DEDICATED INTERNAL SALES TEAM INCREASES ACCOUNT BASE

NATIONAL RETAIL PARTNERS STREAMLINE PRODUCT ROLLOUTS

ONE INTERNAL MARKETING TEAM MANAGES MULTIPLE BRANDS

COMPANY SCALES (EFFICIENT PRODUCT PRODUCTION AND DELIVERY NETWORKS REDUCE COST)

SALES CONTRACTS INCLUDE MULTIPLE BRAND DEALS

EXISTING SALES TEAM MANAGES LARGER PORTFOLIO OF BRANDS

COMPANY INVESTS IN SUPPLY CHAIN SOLUTIONS TO FURTHER REDUCE COST

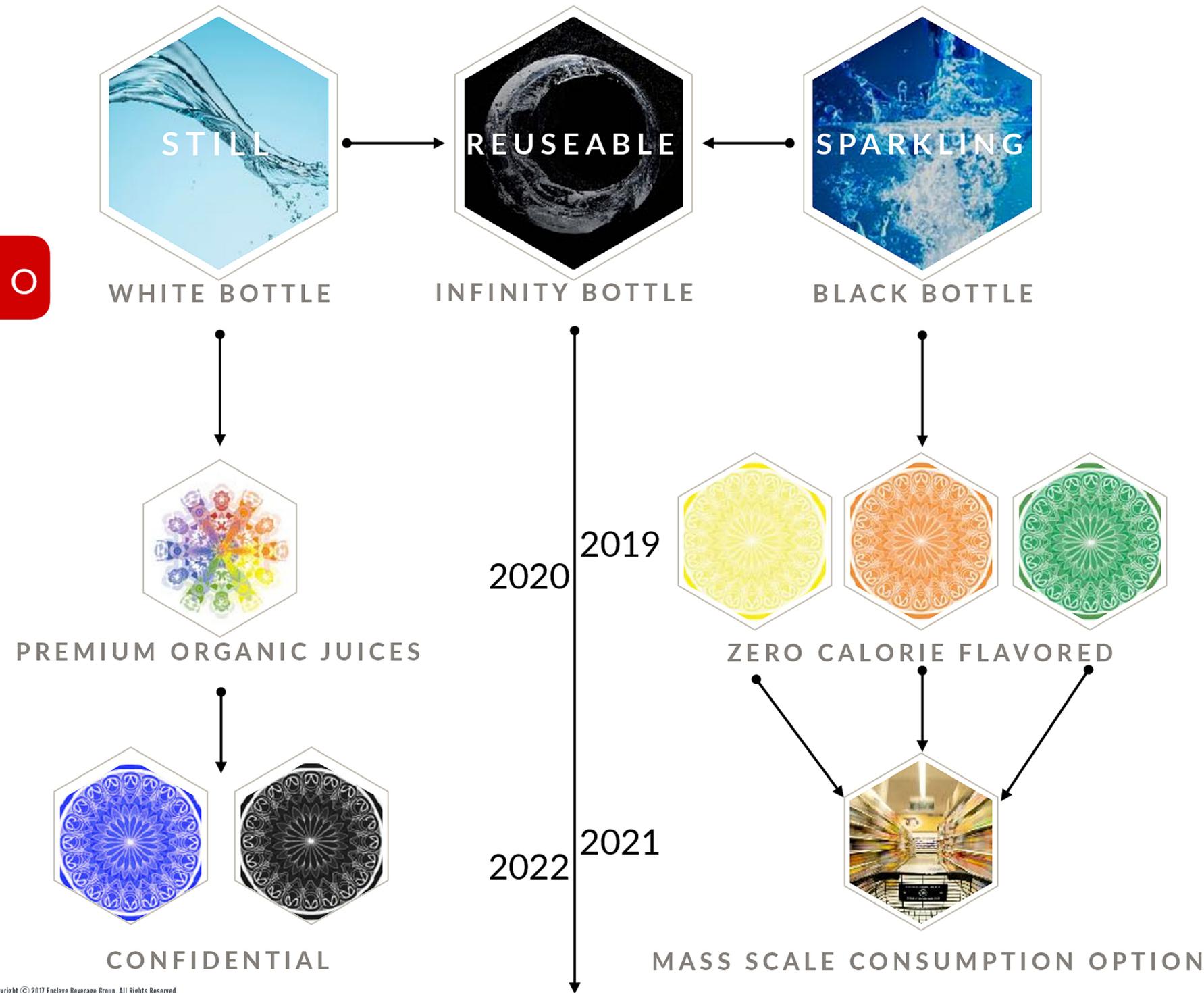
# BRAND EVOLUTION



## NON-ALCOHOLIC PORTFOLIO

We designed a brand that can be nimble and that will evolve in the coming years to fulfill consumers changing needs. This is a small snapshot into the evolution of our premium non-alcoholic beverage brand. It's important for all of our products to have a clear path & roadmap to success.

**Please Note:** Exact launch dates may change based on market conditions.



# BRAND EVOLUTION

## ALCOHOLIC PORTFOLIO

We will refresh the EYE-V portfolio in 2018 in order to achieve the following goals that are outlined on this page, while maintaining brand consistency between EYE-V (Pouch) and EYE-V BREW (Can). Ultimately these changes make the brand more visually appealing & strengthen our position in store.

**Please Note:** These are still conceptual designs and have not been finalized. Fonts, Placements, & Aesthetics may be updated in the coming months.



### INCREASED DETAIL VISIBILITY

ABV% & Reclosable Can communication are now prominently displayed

### DJ SIGNATURE & MUSIC IMAGERY

Artist & Music Imagery  
Communicates stronger brand positioning in the space

### FLAVOR PROFILE ENHANCED

Flavor colors now dominate the packaging & make it more visually appealing & visible on shelf

### BRAND DESIGN CONSISTENCY

Packaging is now recognizable between all product variations

# MOCK UP

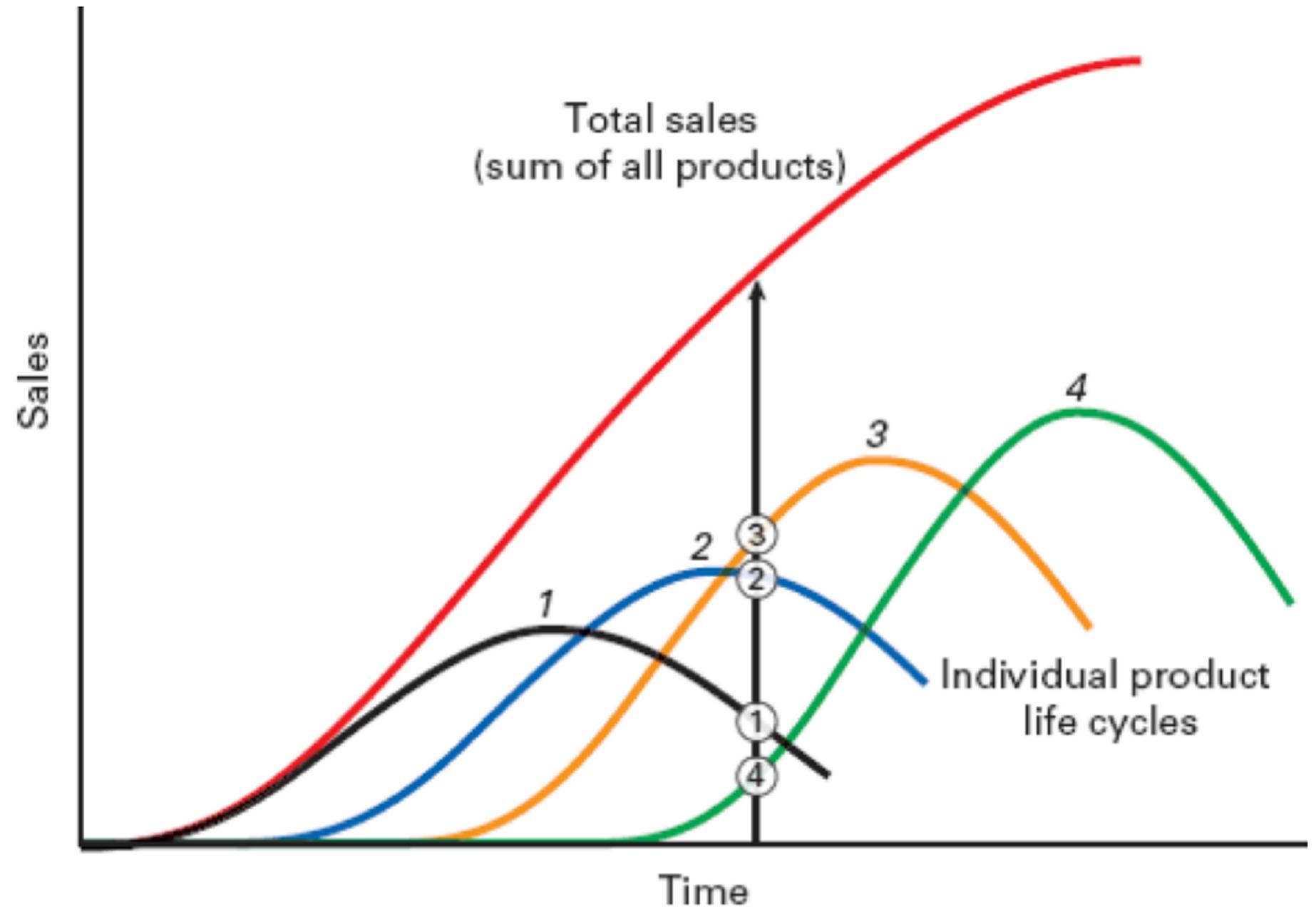


# CONTINUOUS INNOVATION IS IMPERATIVE

## DIVERSE PRODUCT PORTFOLIO

In order for companies to achieve a competitive advantage and to attain or sustain market leadership, it's imperative that they continuously innovate. It is the only way that they will generate an ongoing stream of meaningfully differentiated products, that will be valued by consumers.

As outlined by Columbia University Professor, Leonard Sherman, “such an approach yields a succession of new product launches whose growth trajectories more than offset declining sales of aging products, where total company sales at any given time is equal to the sum of sales from each product at the respective stage of its product life cycle.”



Graph Excerpt From: Sherman, Leonard. "If You're in a Dogfight, Become a Cat!." New York: Columbia University Press, 2017



# VISION ALIGNMENT

It's important for every company to know where it's going, and it's my job to direct where we should & will be, not where we are.

We have an aggressive plan and we will execute against it by making educated decisions and by hiring an extraordinary team. We will be nimble and adjust our course as necessary, as all companies should, but our ultimate destination will not change.

We believe in our vision, for it is the only path to success.



Oscar A. R. Chow | Founder & CEO  
**Enclave Beverage Group**