



# Product Concept Overview

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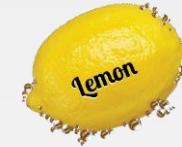
# Your Beer is Getting Warm



**Ice Cold, 7.5% ABV**

**Three Great Flavors**  
To pair with your favorite drinks

Light Pilsner  
Hefeweizen  
Whiskey Sour



Mexican Lager  
Saison  
Vodka Gimlet



Gose  
Blonde  
Champagne



**Natural flavors &  
Grain Neutral Spirits**  
Excellent taste specially  
formulated to compliment  
your favorite drink

# Initial Sales and Marketing Success

## Product Offerings

### -Flavors Choices

*traditional tastes (Lemon & Lime)*

*experimentation (Strawberry)*

### -Package Choices

*Low trial barrier (\$1.67)*



*Trade-up on Repeat (\$4.99)*



## Test Results to Date

### -Prominent Shelving

*Frozen or Ambient Display*



## -Effective Results

*Initial results average \$75/week in target C-stores – illustrating market potential of >\$100MM*

*10X potential exists in other channels based on alcohol wholesale history*

## Mobilized Followers

### - Aggressive Advocates

*Contests incentive sharing our message and adding friends*



*Naturally share product experiences*



*Gain us distribution at members' favorite venues!*

# End-to-end winning proposition

## Consumer Appeal

- Demand for Variety
- Incremental benefits



## Ownership Appeal

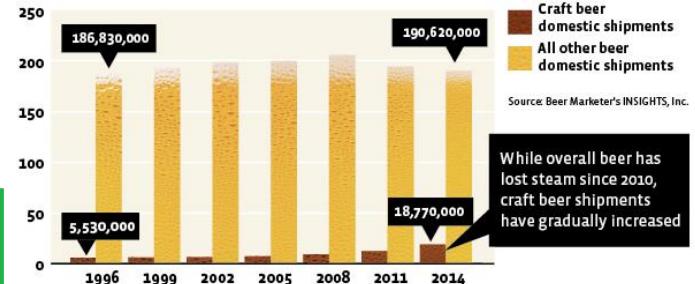
- \$500MM Market potential
- Gross Margin >60%
- Scalable to any market



## Copack - Distribute - Market

## Customer Appeal

- Innovation in declining category
- Accretive Purchases (unlike craft)



## M&A landscape

**DIAGEO**  
NORTH AMERICA



**ABInBev**  
**MillerCoors**



Freeze. Drop. Enjoy.