

## The industries first variety pack with both alcoholic and non-alcoholic options



[drinkprimerseltzers.com](http://drinkprimerseltzers.com) Milwaukee WI

Alcohol B2C Ecommerce Product Eating and Drinking

LEAD INVESTOR

 **Izzy Lugo** head of content @tradeblock\_us | founder @strangeonpurpose | venture partner @wefunder

Primer Seltzers is one of those brands that I couldn't not invest in. After hearing Matt tell me this bit, "Whether somebody is fully sober, taking a night off, or just doesn't like the taste or feeling of alcohol they shouldn't automatically be separated from their social group." I was bought in. With experience coming from legacy brands like White Claw & Pabst, Primer Seltzer will be a force to be reckoned with for years to come. Get in now before you regret it!

Invested \$1,000 this round

[Learn about Lead Investors](#)

### Highlights

- 1 📈 Hard seltzer segment has transformed the beer industry and still growing
- 2 🏆 Leadership team from White Claw & Pabst Blue Ribbon
- 3 📰 PRIMER announcement featured in Forbes
- 4 ⚡ Dynamic route-to-market plan with secured wholesalers, DTC and E-comm.
- 5 🍷 78% of US non-alcoholic drink buyers also purchased alcoholic beer, wine and spirits.
- 6 🌐 Progressive omni-category portfolio bridging alc. and non-alc. opportunities.

### Our Team



**Anthony Spina** Co-Founder

A highly creative and collaborative leader with a strong track record of building lifestyle and culture brands. Formerly, senior brand manager at White Claw and Pabst Brewing Company.



We discovered a gap in the beverage ecosystem and decided to bridge the organic cross-pollination between alcoholic and non-alcoholic options.

We discovered a gap in the beverage ecosystem and decided to bridge the organic cross-pollination between alcoholic and non-alcoholic options.



**Matt Sievers** Co-Founder

Prior leadership roles leading Pabst Blue Ribbon field and culture marketing as well as bar and restaurant ownership groups.

## We're PRIMER Electrolyte Charged Hard Seltzers



In a year that brought so much change, we couldn't help but notice this included people's drinking habits. We've been a direct part of the explosive growth of hard seltzers, led by brands like White Claw. But noticed that as other brands followed, there hasn't been much differentiation across the board aside from flavors.



So with that, we set out on a mission to modernize the drinking experience.

We have always been socialized into drinking a conventional way - meaning the more you drank the more fun you were having. Not only has this proven untrue in practice for so many, but it also left out those who may not be drinking but still wanted to be a part of the party. Whether somebody is fully sober, taking a night off, or just doesn't like the taste or feeling of alcohol they shouldn't automatically be separated from their social group.



The big "ah ha" moment was when we realized that nobody was providing a one-stop-shop inclusive drinking system that had something for everyone and would

fit into all occasions. From that moment on, we realized as simple as it may seem, there was potential to actually shift the foundational way society was drinking.

### THE PROBLEM

The beverage industry is undergoing unprecedented change. Driven by a zeitgeist shift impacting the foundations of how the modern consumer is consuming and purchasing alcohol.

**CONSUMERS ARE DRINKING DIFFERENTLY.**

<b>78%</b>	<b>58%</b>
US NON-ALCOHOLIC DRINK BUYERS WHO ARE ALSO PURCHASING ALCOHOLIC BEER, WINE AND SPIRITS. (NIELSEN IQ, 10.21)	CONSUMERS WHO ARE SWITCHING BETWEEN FULL STRENGTH ABV DRINKS AND NO/LOW ABV DRINKS DURING THE SAME OCCASION. (IWSR, 4.21)



Each pack contains 3 different ABV (alcohol by volume) levels, helping ensure there's something for everyone. Inclusivity is at the core of what we do.

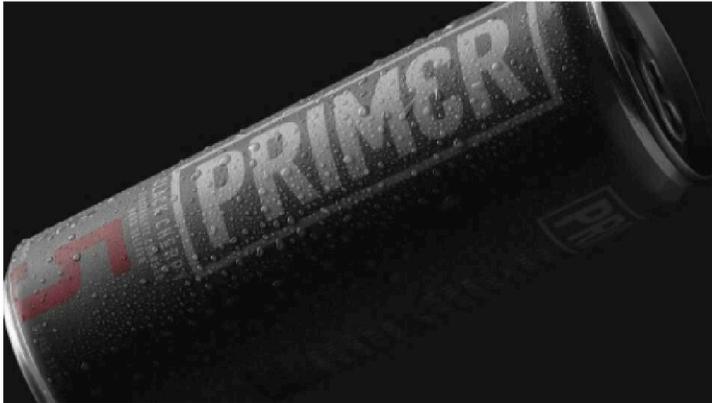
### THE MISSION

To modernize the foundational drinking experience by offering a 3-ABV system with both alcoholic and non-alcoholic options with elevated product offerings giving choice, control and consciousness for every occasion to the modern beverage consumer.

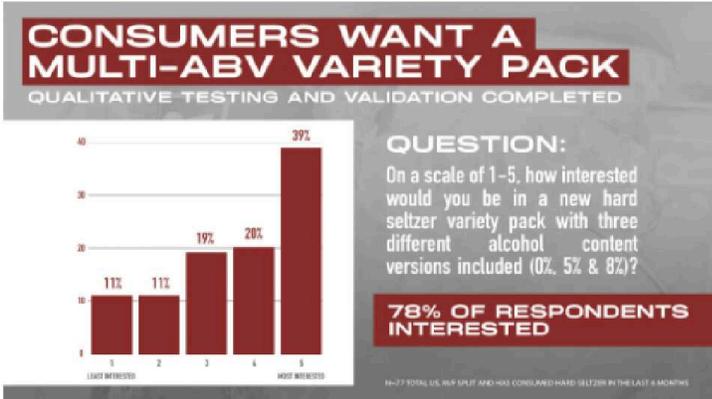
Additionally, PRIMER Electrolyte Charged Seltzers are infused with electrolytes which will help keep every drinker primed and ready for whatever is coming next!

Our nine-packs of 12-ounce sleek cans include versions at 0%, 5% and 8% ABV, which provides choice, control and consciousness.

<h3>THE LIQUID</h3> <p>Created By Randy Hughes, former 30+ year Brewmaster of City Brewing in La Crosse, WI</p>  <p><b>TASTE PROFILE:</b> Refreshing profile with flavor consistency throughout the 3 ABVs.</p> <p><b>BREW SPECS</b> Gluten Free 2G Carbs All Natural Ingredients</p>	<h3>THE DESIGN</h3> <p>Differentiated from the "Sea of Sameness" to stand out from the crowd</p> 
--	--



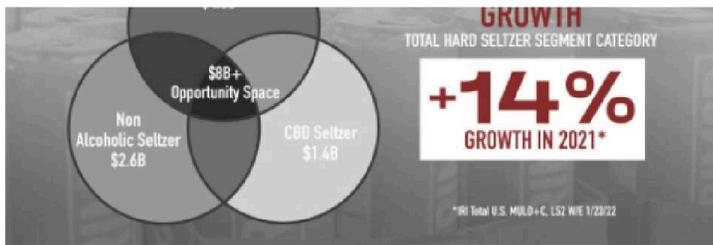
We've had a blast testing PRIMER, both qualitative and quantitative, to see if the concept would work in real life. The end result was seamless and many people didn't even really notice that they were naturally shifting between the 3 ABVs. It left many of us saying "how have we not been drinking like this all along". With PRIMER everyone is invited to join the party, no matter their preference.



We will be launching with two fan-favorite flavors: black cherry and mango. The flavor profile is consistent throughout the 0%, 5% and 8% so that your palate can shift seamlessly between the different alcohol content versions.

We are already working on R&D for additional flavors as well as expansion products in the functional non-alcoholic and CBD space.





DEMOGRAPHICS	CORE TRIBES	CORE OCCASIONS
Gender Neutral Males and Females Ages 21-40 Urban and Suburban	Citizen Athletes Innovators Adventure Seekers	Group Bonding Celebration Everyday User Active Lifestyle



PRIMER Electrolyte Charged Seltzers will be available in Wisconsin and Illinois in early April, with plans to expand to additional Midwest states. We've secured a partnership with GoPuff as our DTC partner and are finalizing a top-tier E-comm partner that will help us unlock additional distribution in 26+ states.



**ROUTE TO MARKET**

<b>FOCUSED PHYSICAL DISTRIBUTION:</b> 2022 - IL, WI, MI 2023 - MN, IN, OH 2024 - EXPANSION STATES	<b>E-COMM:</b> SECURED PARTNERSHIP TO UNLOCK ADDITIONAL DISTRIBUTION IN 26+ STATES ACROSS U.S.	<b>DTC:</b> SECURED LAUNCH PARTNERSHIP INCLUDING DIGITAL AND GUERRILLA MARKETING ACTIVITIES
--	---	--



## POTENTIAL FOR GLOBAL EXPANSION

Current licensing deal in India set to be on shelf in Q3 2022

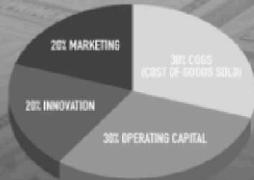
Outreach and inquiries from UK, South America and Mexico



We are bringing together a unique group of creators, athletes, artists and musicians to build a unique community with PRIMER. Join the team and step into the PRIMER family!

## USE OF FUNDS TO FUEL GROWTH

We will be using the funds received from WeFunder to help drive and grow the business to support COGS, operating capital, new innovation products and marketing support.



30% COGS (COST OF GOODS SOLD)  
30% OPERATING CAPITAL  
20% INNOVATION  
20% MARKETING

## INTERNAL PRIMER COLLABORATION NETWORK

We bring together a dynamic group of creators, athletes, community leaders, artists, musicians and photographers to build the PRIMER community.



REACH: 1 MILLION+ ORGANIC IMPRESSIONS



# BUSINESS OVERVIEW

FOR WHAT'S NEXT, INC.

- C-CORP
- QSBS Compliant

## STRONG INDUSTRY LEADERSHIP TEAM

Long standing track record of success

## STRONG RUNWAY FOR GROWTH

14.22.2020-2027 Hard Seltzer Segment Forecasted CAGR

Portfolio optimized for CBD and Cannabis Seltzers when and where legal

## LOW CAPEX

No physical infrastructure

Favorable brewing and co-packer deal secured

## IP PORTFOLIO

Trademarks:  
 "The First Non-Alcoholic Hard Seltzer"  
 "The First Inclusive Drinking System"  
 "Primer Seltzers"



# CORE TEAM

ANTHONY SPINA  
Co-Founder



Past: Senior Brand Manager



MATT SIEVERS  
Co-Founder



Past: Director of Field Marketing



# CORE TEAM

RANDY HUGHES  
Liquid Development



Past: Brewmaster (City Brewery)

KC BLINN  
Chief Creative Officer



Past: Exec Creative Director (Pabst)

RICH PASCUCCI  
Advisor



Past: 20+ years in beverage leadership in C-Suite and executive roles (Diageo, Pabst & Red Bull)

MANNY RODRIGUEZ  
Director of Marketing & Influencer Partnerships



Past: Owner (Jugernaut)

MATT SOLIDA  
Creative Director



Past: Creative Director (RBI Creative)

# CORE TEAM

AUSTIN SAWYER /  
Countermeasure Solutions



Fractional Key Account & Sales Support

TAYLOR FOXMAN /  
The Industry Collective



Fractional Strategic Partnerships Support

ANDREW GUARD /  
The Guard Agency



Fractional Operations & Supply Chain Support





## INVESTMENT PERKS

<p><b>\$500</b></p> <ul style="list-style-type: none"> <li>-PRIMER Sticker Pack</li> <li>-PRIMER certificate</li> <li>-10% off merch for 1 calendar year</li> </ul>	<p><b>\$1,000</b></p> <ul style="list-style-type: none"> <li>-2 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-Limited Edition Hat</li> <li>-21% off Merch for a year</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago</li> </ul>	<p><b>\$5,000</b></p> <ul style="list-style-type: none"> <li>-3 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-PRIMER T-Shirt + Hat</li> <li>-21% off Merch for a year</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago</li> </ul>
<p><b>\$10,000</b></p> <ul style="list-style-type: none"> <li>-3 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-PRIMER T-shirt + Hat</li> <li>-Limited Edition Soccer Jersey or Yoga Mat</li> <li>-20% off Merch for a year</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago TBD Date</li> </ul>	<p><b>\$25,000</b></p> <ul style="list-style-type: none"> <li>-4 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-PRIMER T-shirt + Hat</li> <li>-Limited Edition Soccer Jersey or Yoga Mat</li> <li>-PRIMER overnight/ gym bag</li> <li>-25% off Merch</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago TBD Date</li> </ul>	

## INVESTMENT PERKS

<p><b>\$50,000</b></p> <ul style="list-style-type: none"> <li>-4 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-PRIMER T-shirt + Hat</li> <li>-Limited Edition Soccer Jersey or Yoga Mat</li> <li>-PRIMER overnight/ gym bag</li> <li>-25% off Merch for a year</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago TBD Date</li> <li>-PRIMER Dinner: Invite to rotating semi annual dinner at a PRIMER key account</li> </ul>	<p><b>\$100,000</b></p> <ul style="list-style-type: none"> <li>-5 PRIMER Sticker Packs</li> <li>-PRIMER Ownership Certificate</li> <li>-Limited Edition Soccer Jersey or Yoga Mat</li> <li>-PRIMER T-shirt + Hat</li> <li>-25% off Merch for a year</li> <li>-Limited PRIMER artist collaboration poster</li> <li>-Ticket to the exclusive PRIMER community summit in Chicago TBD Date</li> <li>-PRIMER Dinner: Invite to rotating semi annual dinner at a PRIMER key account</li> <li>-PRIMER Innovation panel - be a part of developing new flavors and innovation!</li> </ul>
---	--



Matt Sievers (Co-Founder), Randy Hughes (Brewmaster), Anthony Spina (Co-Founder)

We hope you'll join us as we set out to redefine the drinking experience—something for everyone, for every occasion!

