



INVEST IN LIVEWIRE

Invest in the Top-Rated Ready-to-Drink Cocktail in the World

LEAD INVESTOR



Daniel Soloway Taste tester

I invested in LiveWire for one simple reason: QUALITY. I've known Aaron for fifteen years and he is all about quality. Quality ingredients in each ready-to-drink cocktail. Quality packaging. That's not just quality in your hand, that's quality of life. By creating a brand of ready-to-drink cocktails like a music label now bartenders can be the rockstars they were born to be by profiting from the sales of their cocktail creations. LiveWire is bringing new meaning to the expression "Let's get the band back together". Delicious flavor is one flip tab away. Aaron has not only developed a couple of the cocktails, he's also assembled an all star line up and they're serving up their number one hits. Aaron is the producer, manager and roadie all wrapped up into one. He's slinging cans, making sales calls and overseeing production and quality control... one can at a time. Winning Gold Medals and Best of Show Awards, receiving great press and accolades plus getting great placements such as Disney World. Yeah, the place where Mickey Mouse lives. That's not where this Cinderella story ends which is why I am back to add to my investment. All of this awesome started just when the world was grinding to a halt in 2020. LiveWire overcame everything the last two years could throw at it and emerged a winner. Join me in this investment round because the world tour is just beginning.

Invested \$1,000 this round & \$15,000 previously

drinklivewire.com Los Angeles California

Alcohol

Eating and Drinking

Distillery

Cocktails

Highlights

- 1 🍹 World-class bartender team from bars including Broken Shaker, Raised by Wolves, and Katana Kitten
- 2 🏆 Winner of Best in Show at San Francisco World Spirits Competition and Beverage Tasting Institute
- 3 🎨 Artist-designed packaging captures consumer attention
- 3 🎨 Artist-designed packaging captures consumer attention
- 4 📰 Featured in WSJ, Eater, LA Times, Grub Street, Washington Post
- 5 💰 52% gross margins
- 6 🏪 Selling in Walt Disney World, Whole Foods, BevMo, Total Wine, and 300+ leading retailers
- 7 📈 \$295k in revenue in 2021
- 8 🚀 309% Growth YoY from 2020 to 2021.

Our Founder



Aaron Polsky CEO

Vinepair Spirits Professional of the Year. Wine Enthusiast 40 under 40. Eater Young Guns. Food & Wine Tastemakers to Watch.

Consumers used to read about award-winning bartenders in the press but couldn't drink their cocktails unless they visit their bar. I wanted to change this by giving consumers the opportunity to buy these cocktails wherever they live, while giving bartenders an opportunity to monetize their press.

6 Reasons to Invest in LiveWire

Reason #1: LiveWire is the only company that has award-winning bartenders creating and fully approving every recipe we make. That means every cocktail is made by a bartender, and is packed with the same flavor that you'd find at an award-winning bar.

LIVEWIRE

LIVEWIRE'S BARTENDERS ARE THE BEST IN THE BUSINESS



With a rich network of buyers and consumers that trust them, our creators are a diverse and effective marketing and sales team.

Reason #2: Our bartenders work with incredible artists of their choosing to create their label. This creativity-driven approach means that consumers see labels that are original and unique, and provides a strong diversification play amongst our consumer base.

LIVEWIRE
-COCKTAILS REMASTERED-

DRINKS MENU

LiveWire OFFERS AWARD-WINNING PREMIUM RTD COCKTAILS BY AWARD-WINNING BARTENDERS



HEARTBREAKER
By Aaron Polsky
Vodka
Grapefruit
Ginger
Kumquat
Jasmine



HONEYDEW COLLINS
By Joey Bernardo
Gin
Honeydew
Coconut
Lime Leaf
Elderflower



GOLDEN GOD
By Aaron Polsky
Rye Whiskey
Apricot
Green Tea
Elderflower



ROCKET QUEEN
By Erin Hayes
Rum
Cinnamon
Pomelo
Pandán



CRYSTAL SHISO MOJITO
By Yael Vengroff
Rum
Shiso
Coconut
Shochu
Lime



HOLY TYGER
By Shannon
Mustipher
Bourbon, Coconut,
Lemongrass, Lime,
Jamaican Bitters



ALLEY CAT OLD FASHIONED
By Chris Patino
Rye, Apple Brandy,
Cherry Bark Vanilla
Bitters

Reason #3: LiveWire has won medals at every award it's entered. Here are some:

BEST IN SHOW 🏆, BEST IN CLASS 🏆, Two Double Golds 🏆🏆, Two Golds 🏆🏆, and Three Silvers 🥈🥈🥈 at SF World Spirits!

Two Platinums 🏆🏆 from Beverage Tasting Institute

Two Silvers 🥈🥈 from LA Spirits Awards.

LIVEWIRE WON THE HIGHEST SCORE EVER FROM THE BEVERAGE TASTING INSTITUTE— AND SWEEPED THE 2022 SF WORLD SPIRITS COMPETITION

97 POINTS
LIVEWIRE
Honeydew Collins
This is an awesome option for cocktail enthusiasts.

96 POINTS
LIVEWIRE
Golden God Ready-To-Drink Cocktail
A friendly, fruity and floral cocktail that's sure to please your guests, great for Mezcalo lovers, elderflower enthusiasts and Champagne cocktail drinkers.

Reason #4: LiveWire earns repeat coverage in national publication with millions of views. Food and drink journalists write about LiveWire because they love writing about the bartenders pushing cocktail culture forward.

LIVEWIRE

THE PRESS LOVES LIVEWIRE

Forbes "Seriously delicious."

NEW YORK "Best canned cocktail."

GOTHAM LIQUOR .COM "Turns bartenders into rock stars."
"Best RTD Old-Fashioned."

VINEPAIR "The cocktails overwhelmingly deliver."

PUNCH "Aaron Polsky's LiveWire lineup is impressive."
WSJ "Dynamite."



Reason #5: LiveWire has aggressively achieved traction, with placements at BevMo!, Total Wine & More, Whole Foods, Disney, Hyatt, and has secured a footprint at a broad array of independent retailers and boutique hotel properties.

LIVEWIRE

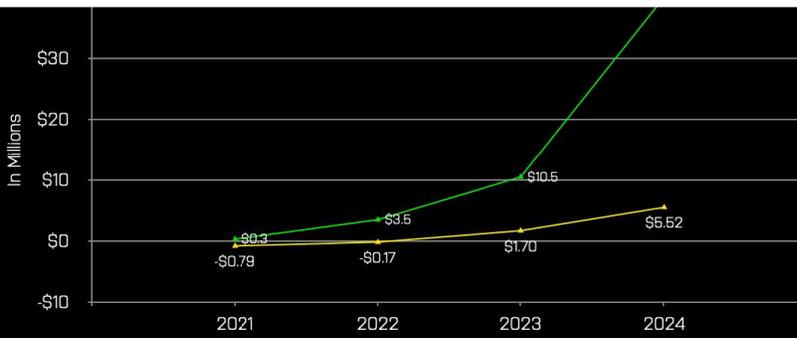
TRACTION

- 350 Outlets selling LiveWire
- 6 States Opened for Distribution
- 309% YoY Revenue Growth
- 8.5cs monthly sales velocity across top 15 accounts
- 52% blended gross margin



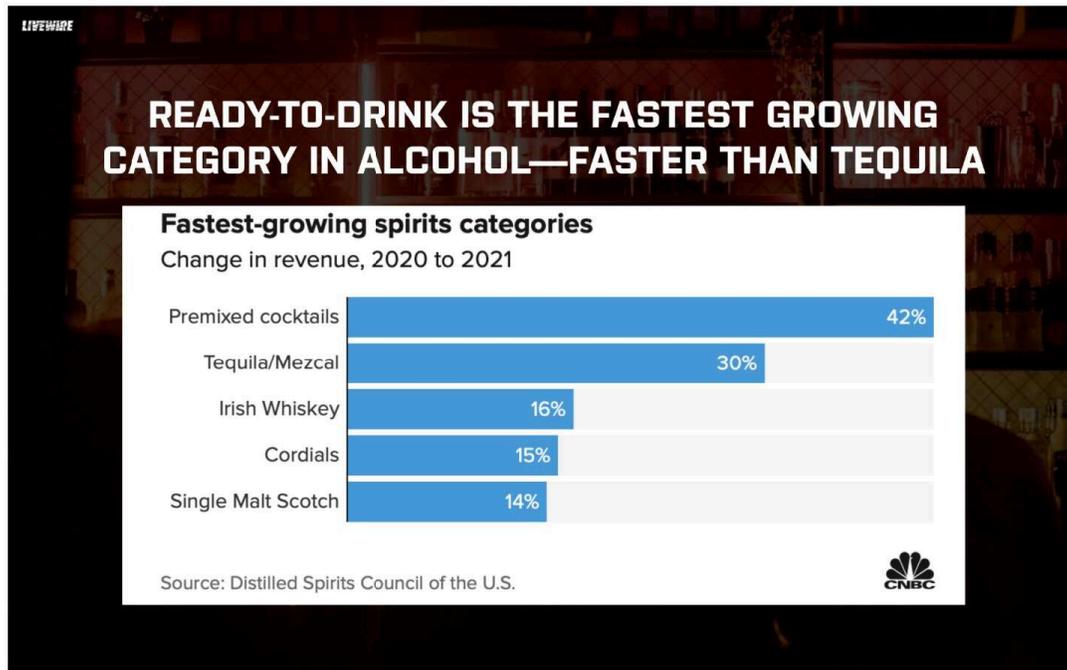
Reason #6: Our margins are generous and sustainable for our size and poised to grow further as we scale. We currently are sitting at 52%, and with our planned scaling, are expecting 70%+.



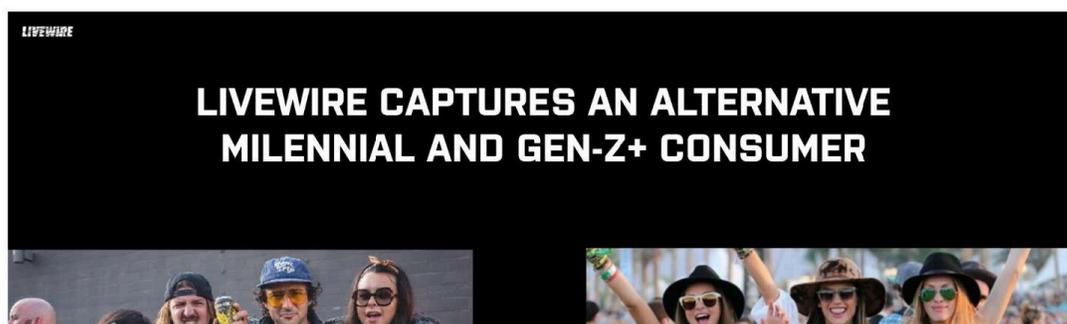


These projections are forward-looking statements and reflect management's current views with respect to future events based on information currently available and are subject to risks and uncertainties that could cause the company's actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they are meant for illustrative purposes and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made. Moreover, no person nor any other person or entity assumes responsibility for the accuracy and completeness of forward-looking statements, and is under no duty to update any such statements to conform them to actual results.

According to the latest market intelligence research report by InsightAce Analytic, the global Ready-to-Drinks (RTDs) Alcohol market size was valued at US\$ 32.94 Billion in 2021, and it is expected to reach US\$ 85.5 Billion in 2030, record a promising CAGR of 11.2% from 2022 to 2030.

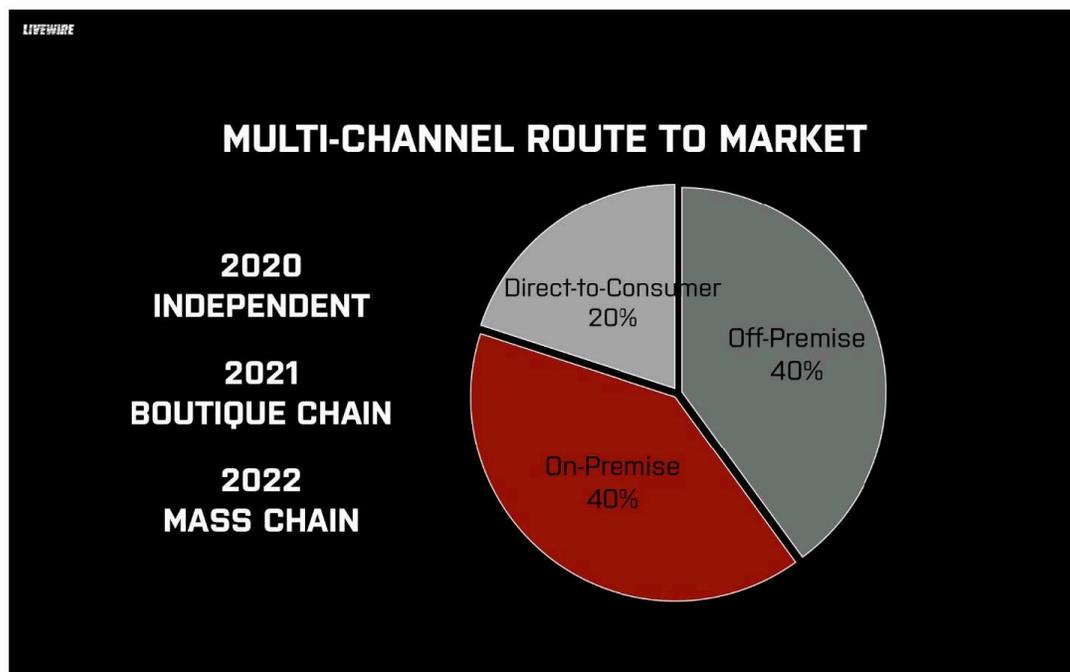


Gen Z have increasingly shown an interest in innovation and drinking for an occasion, making LiveWire's solid placement at hotel pools and entry into music venues appealing for the demographic.



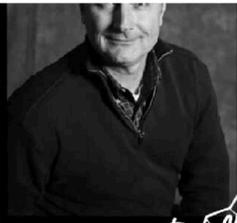


Through our impressive press connections, LiveWire has been able to secure placements in gift guides, reviews, and recommendations, helping to derive an impressive 20% of sales through DTC channels. The bar-quality of the liquid has secured placements in more on-premise accounts than initially anticipated, which is monumental in driving brand awareness.



LiveWire has a team of various backgrounds, from a deep well of bartending talent behind the formulations and industry marketing, to key brand ambassadors in every market, to a combined 40+ years of supplier experience, we have both the innovation, palates, and know-how to manage distribution, sales and marketing over the entire United States.





Kraft *Heinz*

*Broken
Shaken*

sbe
ENTERTAINMENT GROUP