

# Invest in Hard Juice® Cocktails, Pioneering a NEW alcohol category



[craftyelk.com](http://craftyelk.com) Austin TX  

Retail B2C

## Highlights

- 1 🏆 #1 cocktail at the largest Canadian National Exhibition show, outsold beer and cocktail companies
- 2 CA parent company has raised approximately \$1.3M CAD in Canada and looking to get going in the USA.
- 3 🏠 A world-class experienced team with over 100 years combined in the Food & beverage space.
- 4 Cocktails made with juice, vegetable pulps, botanicals, and premium vodka with a refreshing taste!
- 5 🍷 Organic, non-GMO, Gluten-free cocktails; no artificial sweeteners or preservatives. #drinkclean
- 6 📊 Consumer Net Promoter score via home survey with a phenomenal 95% customer satisfaction score
- 7 Parent company had positive growth rates in Canada and profitable throughout the pandemic.

### LEAD INVESTOR



**Darren Caicco**

As a proud Canadian, now living in Florida with my family, I am always looking on store shelves for Canadian born products as I like to support them as much as possible. As I visit my home town in Ontario regularly, I am always exposed to new products - and Crafty Elk was one of them. When staying with friends last summer they were drinking it constantly. It's organic, gluten free and made with real juice - so it's a pretty clean product. Well my wife and I fell in love with it - the flavor is amazing! So we started following the company on social media channels, visited the website regularly and we became part of their mailing list. So when we found out they were getting ready to launch in the USA, it was a no brainer for us. I believe Crafty Elk can be a billion dollar company some day! -Darren Caicco

**Invested \$5,000 this round**

## Our Team



**Greg Gilliland** CEO

A pharmaceutical scientist with certification in Complementary and Alternative Medicine. 14 years in formulation and research development in the FMCG space. I'm an entrepreneur who enjoys innovation and creating love mark brands.

The ready to drink industry is littered with poorly manufactured beverages filled with artificial preservatives, sweeteners and alcohol derived from sucralose. We wanted to simply make a clean cocktail and have a premium offering for people who care about what they consume.  
#drinkclean



**William Corbin** Director

William Corbin is a high performing digital-first executive leading Content, Marketing, Sales and Business Development teams with demonstrated successes working in the media and sports industries.



**Alison MEEHAN-KENNEDY** COO

Former CEO of ROKIT Drinks, managed portfolio of brands such as Bogart Spirits, Bandero Tequila, ABK Beer, Kings Ransom Whiskey, Oval Vodka, Cohete Beer. Oversaw national distribution, marketing, finance and sales divisions.



**Rob Harrison** Board Advisor

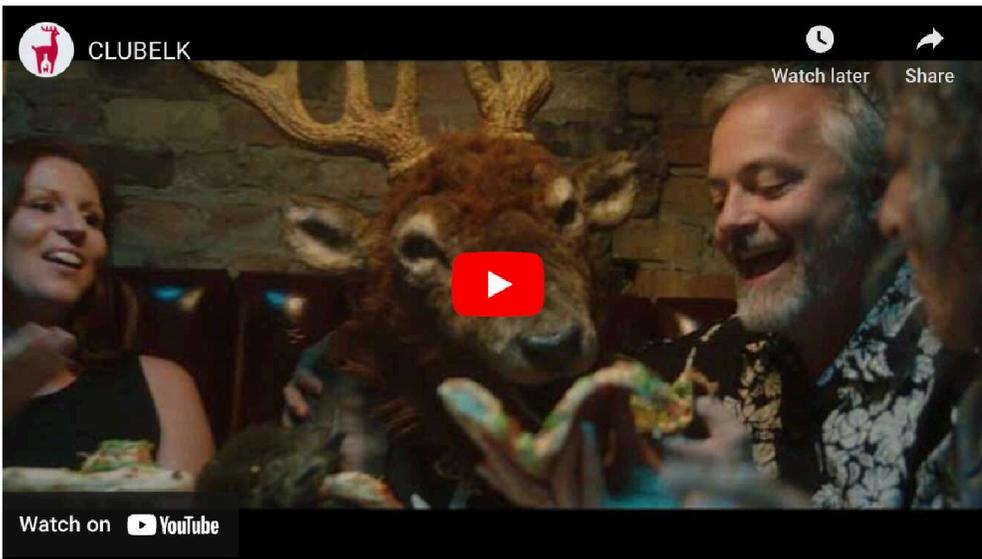
A former Senior Vice President & General Manager of Weston Foods \$40 billion firm, Rob founded Harrison Food Brokers Inc., representing consumer brands such as, Huggen Dazs, Slim Fast, Nabisco, Ben & Jerry's and Tropicana across Canada.

## Invest In Crafty Elk® Hard Juice® Cocktails





**JOIN OUR EXCLUSIVE GANG  
OF CRAFTY INDIVIDUALS**



## WHAT AM I INVESTING IN?



- We are offering you a front row ticket and opportunity to invest in our 'seed round' USA offering via Wefunder. Please note this investment will be only for Hard Juice Cocktail Co, an Austin Texas, United States company
- Innovative craft cocktails with unique functional formulations and clean ingredients such as: turmeric, ginger, prickly pear, goji berries, vegetable pulps, juice and premium spirits
- SIX commercialized 'ready to drink' cocktail formulations that have been

selling for over seven years.

- A team with over 100 years' experience in the consumer product goods space
- THREE newly developed Tequila cocktails 4.5% organic, gluten free, with trial runs performed at two major music festival and tasted by over 3,000 ppl with outstanding reviews

## 7 REASON TO INVEST IN CRAFTY ELK™ HARD JUICE® COCKTAILS!

### REASON #1

## Award Winning Beverages



Our cocktails have outsold all 'Ready to Drink' cocktails at every trade show we have attended. Crafty Elk has won awards for best tasting cocktails featuring our Mango Honey & Cranberry Blueberry Açai flavours.

### REASON #2

## Hard Juice® Nation

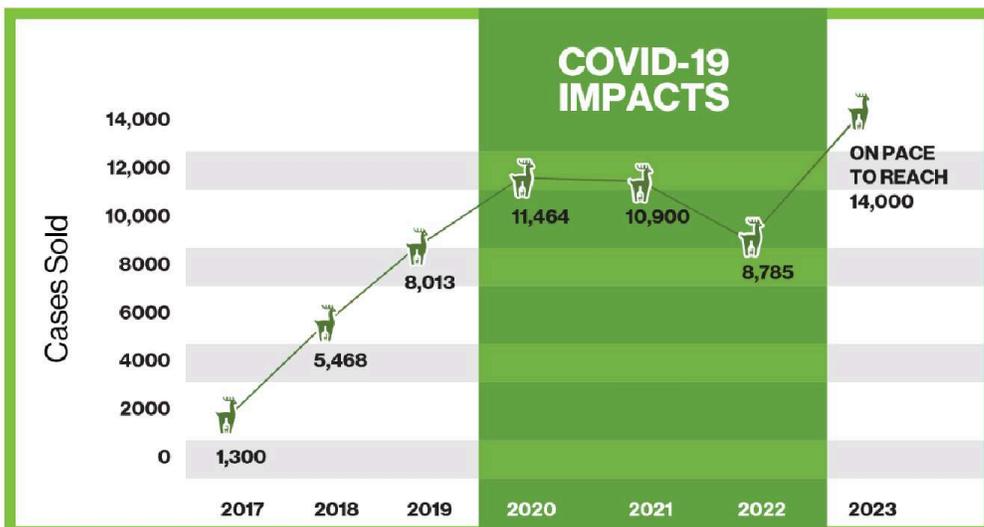
# Is Blasting Off!



You've heard of hard lemonade and hard seltzers, right? Well, we have not only made unique, delicious, craft cocktails, we also are pioneers in creating our own beverage category known as 'Hard Juice®'. We believe the fresh pressed juice, canned cocktails, and hard Seltzer phenomenon will explode and we will be in a category of our own.

## REASON #3

# Consistent Growth & Through a Pandemic



The graph above represents performance from our Canadian parent company

Our company and brand revenues grew in Canada by 71% throughout a pandemic. We have been in positive growth since in 2017.

**REASON #4**

# Unique Cocktails That Outclass The Competition




**CRAFTY ELK VS THE OTHER GUYS**



	Crafty Elk	Traditional RTD	Hard Seltzer
Convenient	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low Calories	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Certified Organic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non GMO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Preservatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NO Artificial Flavours	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real Ingredients	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exceptional Taste	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

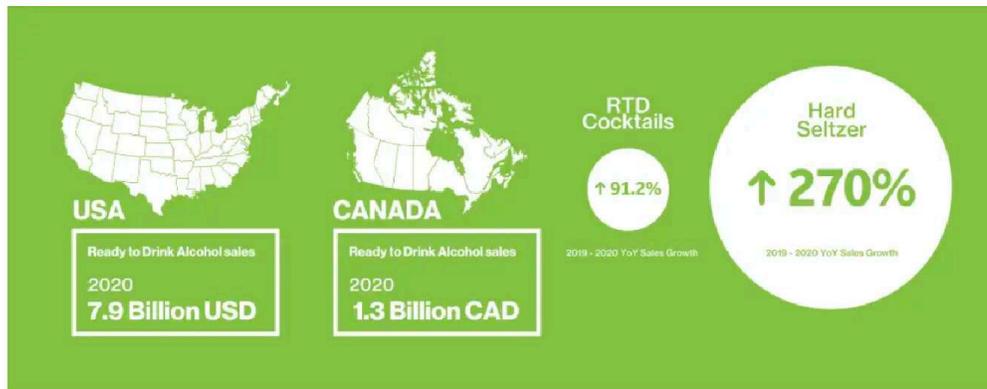
 **OUR BEVERAGES TICK ALL THE IMPORTANT BOXES**

Our cocktails are uniquely positioned as full flavor juice based cocktails with low carbonation, no bloating, and are highly crushable. Drink one and it's hard to stop. They are also certified organic, non-GMO and gluten free! Our competitors in the industry like traditional RTD's and Seltzers are full of artificial sugars,

flavors and preservatives. They are also non-organic, and have zero taste.

## REASON #5

# RTD ('Ready to Drink') Beverages Are Booming



The 'Ready to Drink' Cocktail category is about to explode. Consumers want higher quality beverages in a more convenient (pre-mixed) format that they can't easily make at home. Crafty Elk® brings quality to a whole new level. RTDs are growing steady at higher rates than spirits, wine, and beer, signaling a major shift in consumer interest in this category across all demographics. Our Hard Juice® will convert customers effortlessly, and provide high customer satisfaction with strong repeat purchases.

### References:

- Passport 'Alcoholic Drinks in Canada' Euromonitor International September 2020

# OUR LINEUP



## Mango & Honey

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 4 packs & 6 Pack



## Cranberry, Blueberry & Açai

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 4 packs & 6 Pack



## Blackberry, Passionfruit & Green Tea

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 4 packs & 6 Pack



## Peach & Green Tea

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 4 packs & 6 Pack



## Limited Edition Crafty Sunset

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: Singles, 4 packs, 6 packs, Mixed case special edition

Mar - Oct



## Mixed 12 Pack

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 12  
3 Mango & Honey,  
3 Blackberry, Passionfruit & Green Tea,  
3 Cranberry, Blueberry & Açai,  
3 Peach & Green Tea



## 3 New Tequila Formulas

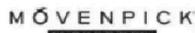
La Morada: Grapefruit, Guava & Hibiscus  
Paradise Island: Mango & Kiwi  
Tahitian Moon: Raspberry & Coconut

Serving size: 355ml/12 oz  
Alcohol %: 4.5% ABV  
Pack size: 4 packs & 6 Pack



REASON #6

World Class Leadership  
With 100 Years Experience



Our team has over 100 years experience in the 'consumer product goods space' from Mikes Hard Lemonade, Ben & Jerrys, Palm Bay, Haagen Daze, Quaker Oats.

## REASON #7

# 95% Customer Satisfaction Score



Crafty Elk® Hard Juice® had a 95% customer satisfaction score a survey amongst 300 home delivery purchasers, with a 98% high quality rating. Our customer loyalty is high and love for our Hard Juice Cocktails.



Q How likely is it that you'd recommend Crafty Elk to a friend or colleague?



Q Which of the following would you use to describe Craft Elk?



Q How well does Crafty Elk meet your needs?

VERY WELL 92.68%

Q How would you rate the quality of Crafty Elk?

HIGH QUALITY 98.4%

## Crafty Elk is a Social Machine

# Our Fans, Community, and Exclusive Club!



Crafty Elk Hard Juice® is a fiercely independent group of people, passionately

focused on creating clean cocktails, jobs and sustainability. Our community of loving fans are the heart beat of our business, without them we would be nothing. We allow our fans to invest in our brand and become part of Crafty Elk®. By investing in Crafty Elk® today, this is not just a one off, You'll be a co-creator and life long member of our Team, this includes coming to shareholder meetings, festivals and concerts; for when we speak together we can make change happen. Join Club Elk® today!



**INVESTORS GET INVITED TO EPIC POOL PARTIES, CONCERTS & MORE**



**INVESTORS GET INVITED TO OUR BIG YEARLY BASH, ELK FEST!**

**WIN THIS RETRO BEACH COOLER!**

Crafty Elk is with Western University and Julius Wilson, October 16, 2019 · 111

Little #101 to the Western Purple Party! Sometimes you just gotta cut loose and have a good time... Responsibly, of course. Ain't no party like a Crafty Elk Party!

Do you want Crafty Elk at your Party? Call us @ 1-833-ELK-TEAM #FrontJoke #GoPresenatives #MakeYourOwnDayYourBestDay #CraftyElk #PurpleParty... See More

Crafty Elk August 5, 2019 · 111



What Our Fans Are Saying @craftyelk



THE PRIDE OF CRAFTSMANSHIP IS IN EVERY SIP

# Our Mission

Our mission was to create a delicious, clean, craft cocktail line using: exotic juices, vegetable pulps, a unique array of botanicals such as turmeric, ginger, prickly pear and goji berries, while finishing off with a premium vodka base. We also wanted to provide customers with organic, non-GMO, gluten free cocktails. Finally, we wanted to create an easy drinking beverage with high quality ingredients that doesn't bog you down the next day. Crafty Elk® checks all of these boxes and many more. The pride of craftsmanship is in every sip.



IT ALL STARTED WITH A BEACH & A DREAM...

# Our Story



Our Organic Hard Juice® was born on the sandy beaches in Australia. A pharmaceutical scientist and health advocate in nature. After long days of surf and the bohemian jet set lifestyle, people would gather for a fresh pressed juice and mix in vodka at sun down; soaking up the majestic views of the aqua waves, while toasting to another day in paradise.



GIVING BACK TO THE PLANET

# The Crafty Elk Sustainable Plan!



**LET'S ENSURE  
WE HAVE A PLANET TO ENJOY  
ORGANIC COCKTAILS ON  
CRAFTY ELK HAS COME A LONG WAY.**



We've grown, and we've grown up. We have always believed that business should be a force for good and that brave thinking and bold actions are the only way to make real impact.

Today, we are in the middle of a climate crisis. It is a crisis of our own design, driven by big business. We recognize our contribution and the limitations of our industry.

...BUT CHANGE ISN'T HAPPENING FAST ENOUGH! NOW IS THE TIME TO BE RADICAL IN EVERYTHING WE DO.

**SUSTAINABILITY AND LOOKING AFTER OUR PLANET IS AT  
THE CORE OF WHAT WE DO. AND WITH YOUR HELP, WE  
WANT TO GO EVEN FURTHER. ONE DOLLAR OF EVERY CASE  
SOLD WILL GO TOWARDS...**

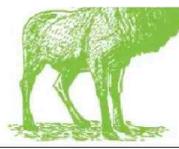
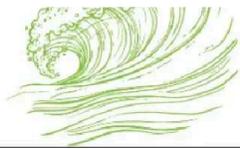
## GIVING BACK TO THE PLANET

OCEAN CLEANUP

TREE PLANTING

WILDLIFE SUPPORT





# INVESTOR PERKS

EVEN MORE REASONS TO INVEST



## LEVEL 1 \$250

- 1 Hard Juice Ownership Certificate
- 1 Club Elk car sticker
- 1 Ticket to the AGM

## LEVEL 2 \$500

- 1 Hard Juice Ownership Certificate
- 1 Snap Back Hat
- 1 Ticket to the AGM

## LEVEL 3 \$1,000

- 1 Hard Juice Ownership Certificate
- 1 Snap Back Hat
- 1 Crafty Elk T-shirt
- 1 Ticket to the AGM

## LEVEL 4 \$2,500

- 1 Hard Juice Ownership Certificate
- 1 Crafty Elk - Retro cooler
- 1 Ticket to the AGM

## LEVEL 5 \$5,000

- 1 Hard Juice Ownership Certificate
- 1 Crafty Elk - Retro cooler
- 1 Club Elk car sticker
- 1 Ticket to the AGM

## LEVEL 6 \$10,000

- 1 Hard Juice® Ownership Certificate
- 1 Crafty Elk - Retro cooler
- 1 Crafty Elk - Golf cooler bag
- 1 Club Elk car sticker
- 1 Ticket to the AGM

