

INVEST IN HARD AF SELTZER

**A Veteran Owned 8% ABV Hard Seltzer that doesn't suck. Currently in 2,000+ locations!**

hardafseltzer.com Austin, TX Alcohol & Vice Food & Beverage Retail

## Highlights

- 1 \$1.2 Million in product sold in the first 2 years.
- 2 Chain deals with H-E-B, Total Wine, Lowe's Food, and Piggly Wiggly.
- 3 Available in 2,000+ locations in 7 states.
- 4 Served in all stadiums at the University of Illinois for the next 3 years starting this fall.
- 5 3 year exclusive partnership with The Brown Jug Restaurant at University of Michigan.

## Featured Investor

**Ari Ginsberg**  
Syndicate Lead Follow Invested \$5,000

"I'm thrilled to invest in Hard AF Seltzer. Veteran-owned and crafted with the same dedication that made Black Rifle Coffee a household name, Hard AF Seltzer promises quality and innovation. Their track record speaks for itself, having built a cult-like following with the Drinkin' Bros Podcast. This new venture is sure to impress, bringing bold flavors and an uncompromising commitment to excellence. Cheers to new beginnings and exceptional sips!!"

## Our Team



**Dan Hollaway** Co-Founder  
Former VP Marketing Black Rifle Coffee



**Ross Patterson** Co-Founder

CEO Tetherball Academy Media



**Jarred Taylor** Co-Founder

Co-Founder Black Rifle Coffee



**Chuck Liddell** Brand Ambassador

UFC Hall Of Fame

The premium craft Hard Seltzer you've been waiting for. Great taste. 8% ABV. Zero Carbs. Zero Sugars.



## PAVING THE WAY TO NIL DEALS

We started working with colleges in 2023 to form strong NIL partnerships with their collectives to support the collegiate athletics programs. We have inked deals with two schools so far to create a unique flavor for them, with full trademark usage on the cans and packaging. Expect to see these available from concessionaries at college stadiums as they all start to move into alcohol sales in their arenas.

Available Fall 2024.



## PERFECT FOR GAMEDAY

Official partners with the Miami Marlins & the Tampa Bay Rays for the 2023 MLB Season.



LOW ABV TASTE, HIGH ABV PUNCH. WE CREATED A HIGH ABV SELTZER THAT DOESN'T TASTE LIKE COUGH SYRUP.

High ABV seltzers often have harsh flavors and contain lots of sugar to cover up the strong booze taste

We use a neutral tasting base mixed with top level flavoring to produce a smooth, drinkable high ABV seltzer.



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## SUPERIOR MARKETING. SUPERIOR TASTE.

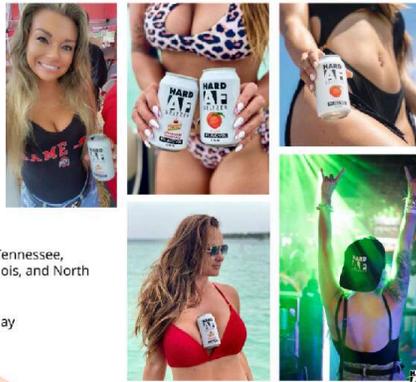
Massive and engaged audience across podcasts and social media

Just finished a full year of flavor and formula development and tweaking with top flavor house

Cleanest flavors in the High ABV category, utilizing the best ingredients we could find. Bespoke flavors developed from the ground up.



WE ARE CURRENTLY AVAILABLE IN 9 STATES & DTC DISTRIBUTION IN 37 STATES ACROSS THE U.S.



Brewed By: **The Nations** BREWING CO.

Retail distribution in Texas, Florida, Tennessee, Georgia, Alabama, Ohio, Michigan, Illinois, and North Carolina.

Online direct to consumer via Accepipay



WE HAVE CULTIVATED A DEEPLY LOYAL AUDIENCE OF PEOPLE WHO LOVE TO DRINK AND DON'T TAKE THEMSELVES TOO SERIOUSLY

Hard AF is founded by the hosts of the Drinkin' Bros podcast and its family of successful shows

125M+ Downloads annually  
105M+ YouTube views

2M+ Combined social media followers

Converting audience into customers on-air, online, and in person



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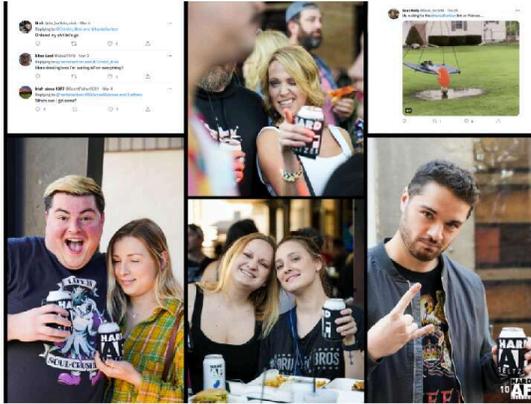
OUR SELTZERS HAVE COMPETITIVE NUTRITIONAL AND FLAVOR PROFILES

|                              |                 |                   |              |
|------------------------------|-----------------|-------------------|--------------|
| <b>HARD AF</b><br>SELTZER    | 160<br>Calories | 0g<br>Added Sugar | 4<br>Flavors |
| <b>BUD LIGHT</b><br>FLAVORED | 170<br>Calories | 3g<br>Added Sugar | 3<br>Flavors |
| <b>SPICE CIDER</b>           | 160             | 2g                | 4            |





POSITIVE EARLY TRACTION WITH \$100K+ IN DTC SALES WITHIN THE FIRST WEEK



WE ARE A VETERAN-OWNED BUSINESS WITH DEEP EXPERIENCE BUILDING AUDIENCES AND SUCCESSFUL CPG COMPANIES



Co-Host of Drinkin' Bros  
NYT Best-Selling Author

Film and TV Actor (Accepted, The New Guy, and more)



Co-Host of Drinkin' Bros  
Infantry @ The US Army

VP of Marketing @ Black Rifle Coffee (NYSE: BRCC)



Owner of Tactical Brewing  
Rifeman @ The US Marine Corps

International Award-Winning Beer: US Beer Open, New York International Beer Comp.



Co-Founder of Tactical Brewing  
Head Brewer

International Award-Winning Beer: US Beer Open, New York International Beer Comp.

**HARD ALE SELTZER**

