

## 18.21 Drinks

**Providing High Quality Carbonated Cocktail Mixers, Spiked Canned Cocktails and Cannabis Carbonated Beverages In a Variety of Unique Flavors to Consumers.**

### **Problem Worth Solving**

The cocktail mixer market is expected to reach \$3.4billion by 2025. We are in the midst of a cocktail revolution where the consumer is demanding a higher quality product and the legal cannabis revolution is upon us but there is still a lack of quality edible product on the market. Per Arcview Market Research, in 2017, Edibles (Food & Drink) brought in \$180million to California's cannabis economy which accounted for a total of 10% of all cannabis sales in the state. Globally, edibles accounted in 2016 for \$7.2billion and are on track to grown 25% annually. For recreational cannabis users and the canna curious, edibles are an easy consumption method with low social stigma. Edibles also allow for a social experience if consumed correctly. With a movement towards reduction of alcohol consumption, a micro-dosed beverage is the perfect vehicle to reduce alcohol consumption while still participating in social activities. We are bringing to market a product to address this need.

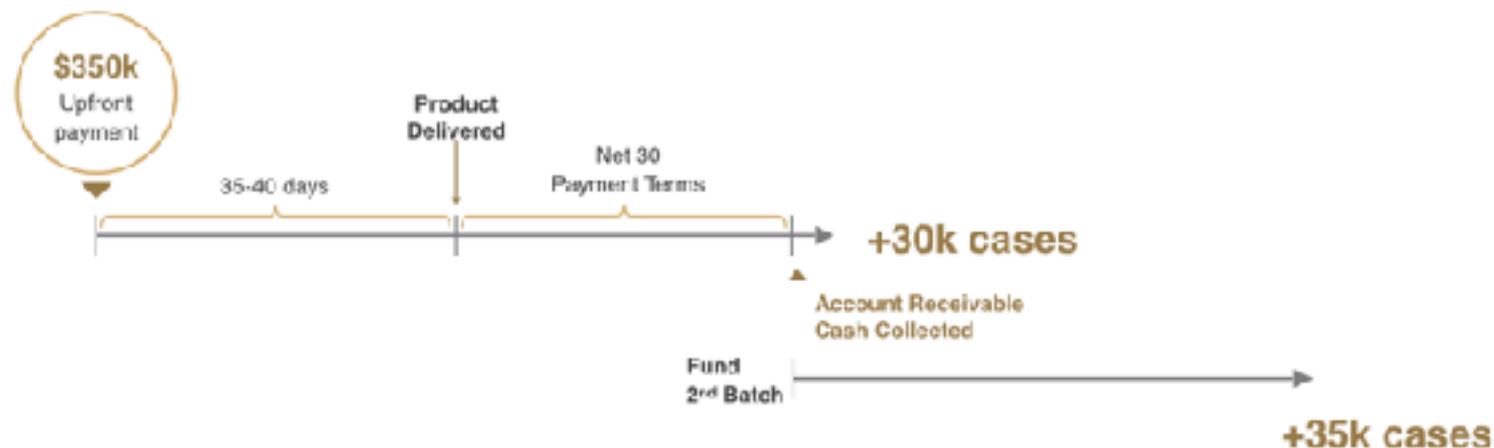
### **Our solution**

We have years of expertise in beverage production, branding and sales and are bringing that expertise to the cannabis industry. We currently have a line of cocktails mixers and are expanding that line and adding a spiked version while expanding our distribution footprint. We are introducing four carbonated flavors, each with a carefully selected strain introduced in a micro-dosed amount to allow for a 4pk purchase for a perfect social experience encapsulated in a delicious, flavor forward, low sugar beverage for a guilt free everyday experience. We are also introducing a CBD line for national distribution.



# Initial Investment Kickstarts Path to >5x Revenue

Capital Raise allows 18.21 to begin flywheel to continue growth at national scale



Capital Raise will drive step change in scale of revenue & operations from 3,000 cases to **30,000+ cases per month**

## Currently receiving real demand for national distribution...

Distributor	Cases / Year
	100,000
	15,000
	40,000*
	30,000
	15,000*
	15,000
	12,000

Pent-up Demand: >225,000

## ...but our lack of capital prevents us from fulfilling this demand

- Our current capacity is 3,000 cases per month
- Large scale co-packers have minimum batch size of +10,000 cases which costs ~\$150,000
- For a new customer like 18.21, large scale co-packers require **upfront payment in-full** 30 days prior to production
- Distributors will submit purchase order only when inventory is available to be delivered in ~4 days
- We need **at least \$300,000** to produce a batch that is large enough to supply a national distributor (~\$450,000 in revenue)

\* 18.21 already supplies Total Wine and Kroger at a regional level. There is a demand to expand distribution to a national level



**Missy Koefod**  
Entrepreneur, Category Expert  
CEO

With over twenty-five years experience building sales and distribution efforts for some of the most well known premium brands in the world, Missy Koefod has taken brands from inception to the retail floor.

As a proven entrepreneur, and founder, Missy's career spans across the legal industry, hospitality and CPG market. She also successfully founded and sold TJR Hospitality.

Missy will develop this business, go to market and distribution plans in the retail and CPG market.



**Joyce Cenali**  
Big Rock Capital  
Strategic Advisor

With over 15 years experience working with start-ups and cannabis brands, and as the partner and COO at Big Rock Partners, Joyce brings financial, compliance, legal and operational experience to 18.21 and CNBS.

Joyce will be an invaluable source of creativity and strategic vision for both 18.21 and CNBS.



**Kristin Koefod**  
Brand Innovation, and Sales  
VP of Brand Innovation and Sales Strategy

Kristin has a unique perspective on the parallels between the strategic positioning of brand and flavor innovation and sales strategy. In addition to co-founding 18.21, Kristin also brings decades of sales experience and is a frequent speaker and panel member for various food and beverage trade shows and conferences including the Nightclub and Bar show and Black Restaurant Week.

Kristin is responsible for crafting and driving the creative vision for 18.21 and CNBS in collaboration with the rest of leadership team and is the creative force behind the brands.



**Sophia Pollack**  
Formulation  
Expert Lead  
Formulator

Sophia brings years of food and beverage R&D and startup experience. Her past work has included developing several established products, with a focus in natural product and flavor development.

Over the last few years her team has formulated and overseen the launch of products in the natural food space including Cold Pressed Juice, Water, Sparkling Water, Teas, Energy Drinks, Snacks, and Cannabis Products and has a dedicated Cannabis development division.