



OVERVIEW

Hemptails is 8.0% ABV FMB made with hemp flavor and organic, sterilized hemp seeds to create a great-tasting, low sugar experience that is natural and refreshing with zero CBD or THC.

THE RIGHT TREND

Hemptails is positioned to capitalize on the growing trend & popularity of “cannabis” in emerging Bev Alc space.

Emerging Use of Hemp Seeds in Product Development

There are craft beer and spirit offerings utilizing hemp seeds/oil, but white space still exists in the FMB segment.

Hemp is Legal!

Hemp is a species of cannabis, but unlike marijuana, contains no psychoactive ingredients (i.e. THC/CBD) making it a permissible ingredient in alcohol beverages

LAUNCH DETAILS	
LAUNCH TIMING	First Ship: 1/15/2019 In Market: 2/1/2019
AVAILABILITY	National
SKUs	Single Serve, 23.5oz Cans 4pk, 16oz Cans
FLAVOR PRIORITIES	1. Hemp'd 2. Citrus Gold 3. Passionfruit Express
PRICING	Single Serve 23.5oz Cans = 100 Index to Bud Light Rita's 4pk, 16oz Cans = \$8.99 Frontline PTC

AN EDUCATION: HEMP IS NOT MARIJUANA

SPECIES : HEMP

- ✓ No Psychoactive Ingredients
- ✓ Permissible in alcohol
As hemp flavoring, hemp seeds or hemp hearts
- ✓ Healthy, Natural, Nutritious Associations
Hemp as has a positive nutritional profile, perceived as a “clean” ingredient, unprocessed and healthy

SPECIES : MARIJUANA

- ✓ Psychoactive Ingredients
Contains large amounts of THC, contributor to psychoactive effects
- ✓ Medicinal and Recreational
Used for both medicinal and recreational purposes
- ✓ Federally Illegal
In alcohol products