

How we **ignited** a “BETTER FOR YOU” movement from our kitchen...

In 2013, the three of us started SoCIAL LITE in our kitchens with the vision of offering a “better drinking option”.

We wanted 0 sugar. We wanted real. We wanted clean. We wanted convenient.

Our friends and family liked our vodka sodas so much they made us quit our day jobs.

We were rejected by every single liquor board in Canada. They told us that they loved our products and the taste, but didn't think there was a market for drinks without sugar. **WE PUSHED ON.**

We produced 6,000 cases with our life savings and started selling one case at a time, one store at a time.

Today, the hard seltzer and vodka soda category is the fastest growing alcohol segment in North America. We are the **PROUD PIONEERS** and **LEADERS** of this movement in Canada. Our drinks are available across Canada and into the US.

As we continue to innovate & we are committed to our greater **purpose:**

to let our fans be social and live lite.

Dan, Kevin & Neetu
Co-Founders SoCIAL LITE Vodka

BE SOCIAL  LIVE LITE



Field Strawberry Vodka Soda

Just one sip of SoCIAL LITE Field Strawberry will have you daydreaming of gallivanting through a fresh Strawberry patch.

- Drink:** A Sparkling vodka soda with 100% natural Strawberry flavour.
- Flavour:** Field Strawberry.
- ABV/Calories/Sugar/Carbs:** 4%, 80 calories, 0 sugar, 0 carb



Pineapple Mango Vodka Soda

With a bright nose of pineapple and a delicious mango finish, this fruity cocktail is sure to send your senses on vacation to the Caribbean.

- Drink:** A Sparkling vodka soda with 100% natural pineapple and mango flavour + splash of pineapple juice concentrate.
- Flavour:** Pineapple Mango.
- ABV/Calories/Sugar/Carbs:** 4%, 80 calories, 0 sugar, 1 carb



Grapefruit Pomelo Vodka Soda

A sweet grapefruit aroma on the nose, with a light bubbly mouthfeel and smooth finish.

- **Drink:** A Sparkling vodka soda with 100% natural grapefruit flavour.
- **Flavour:** Grapefruit Pomelo.
- **ABV/Calories/Sugar/Carbs:** 4%, 80 calories, 0 sugar, 0 carb



Blood Orange Vodka Soda

Known for its juicy & sweet profile, blood orange provides consumers tropical flavour exploration, with the familiarity of citrus they love.

- **Drink:** A Sparkling vodka soda with 100% natural blood orange flavour.
- **Flavour:** Blood Orange.
- **ABV/Calories/Sugar/Carbs:** 4%, 80 calories, 0 sugar, 0 carb



KEY MESSAGING

SoCIAL LITE Vodka (Company)

- Small, Canadian company from Ontario
- Started in 2014 in Ontario by 3 friends (Kevin, Neetu and Dan) in their kitchen!
 - *If people ask for more information, you can say Toronto or Whitby*
- The product has always been made in Ontario and still continues to be

SoCIAL LITE Vodka (Products)

- All products are unsweetened, 100% naturally flavoured and contain no sugar or sweetener
 - *Important note: Do not say these are naturally sweetened. This brings people to think it's sweetened with Stevia or other natural sugars, which we do not use.*
- They are gluten free and keto friendly
- Vodka Soda's are 80 calories
- All ingredients and nutritional information can be found on the back
 - *A huge part of our brand is that we are fully transparent with what we put in our drinks*

THE PITCH

Say **hello and opening line** to *every* customer! Don't wait for them to come to you, call them over! Try, "Hello, ...

- Have you heard of SoCIAL LITE? ”
 - If they say, YES: "We have new flavours, would you like to try?"
 - If they say, NO: "Okay, no problem, can I tell you a bit about it?"

Set it up *before* they taste it:

- It's the only drink with without sugar or sweetener, it's like a naughty (or flavoured) Perrier. **Not sweet**, really refreshing!
- Made with REAL vodka
- Ask them what flavour they want to try

As they taste deliver **more key facts** to impress:

- It's an unsweetened vodka soda made with natural flavours. It is the only product with no sugar or sweetener, has only 80 calories (100 if you are serving tea), and is also gluten-free. You can also direct them to look at Nutrition facts and ingredients themselves

Use Your Personal Story & Connection to the brand! You're all on board because you love SoCIAL LITE so tell people why it's one of your favourites!

- **Always be friendly and leave people with a positive impression of our team!**

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- It's an unsweetened vodka soda made with natural flavours. It is the only product with no sugar or sweetener, has only 80 calories (100 if you are serving tea), and is also gluten-free. And it's local! You can also direct them to look at Nutrition facts and ingredients themselves

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FAQ's

Are these gluten free?

- Yes

Can I have these if I am on the Keto diet?

- Yes, all our drinks are Keto friendly

Are these like White Claw? Truly?

- SoCIAL Lite began in 2014 and was the first brand in the Vodka Soda category in Canada. Since then, there has been a lot of competitors but we think we taste the best. I'll let you try for yourself!
- We spend years developing our product flavours, taste and aroma which is why we are so proud of how our product tastes.
- SoCIAL LITE vodka sodas are also made with real vodka

How do you flavour these without sugar?

- We use 100% natural flavours to get the flavour and aroma in the drink. Similar to something like a grapefruit sparkling water that uses natural flavour.

Why do some flavours contain juice concentrate?

- We use this as a natural preservative. The amount is so small which is why there is still no sugar in the final product.

FAQ's

What kind of Vodka is it?

- We use a craft distiller who makes small batch vodka just for us.

How much Vodka is in it?

- 4%, same as a light beer

It's not sweet enough

- It's designed to be light and refreshing, no heavy sugar crash or headache

I don't like the flavour

- Offer the other flavour they have not tried. It's great for those looking for a sugar free or low calorie option, or those looking for a 'better for you' option. Refer to "like sparkling water"

How many points on Weight Watchers?

- We are only 2 Smart Points for people on Weight Watchers
- This is the lowest alcoholic drink option for anyone who follows this diet