

# NOCA PROMOTIONAL TRAINING MATERIALS



# NOCA PROMOTIONAL AMBASSADOR TRAINING

## GENERAL INFO

NOCA IS NOT JUST ANOTHER BREWERY, DISTILLERY, WINERY, OR BIG COMPANY WITH SIMILAR PRODUCTS TO EVERY OTHER BREWERY, DISTILLERY, ETC. WE MAKE A BUBBLE-FREE BOOZY WATER, AND WE DO IT WELL. NOCA IS THE ONLY PRODUCT LIKE IT ON THE MARKET, SO IT IS NEW AND EXCITING FOR CUSTOMERS TO TRY – YOU WILL SEE THEIR EYES LIGHT UP WITH EXCITEMENT, CONFUSION, CURIOSITY, OR SOME COMBINATION OF THE 3. WE HAVE ENJOYED CONDUCTING THE PROMOTIONAL EVENTS OURSELVES, AND WE HOPE YOU DO AS WELL!!

*ABRIDGED STORY: NOCA stands for No Carbonation...super clever, we know. The three of us (Galen, Rich, and Alex), friends from college, set out with the goal of disrupting the booze biz. After two years in corporate finance, we decided to ditch the desk-jobs and move back to New Hampshire with the dream of building a beverage brand. We drank hard seltzers but hated the bloat, burp, and burn from the bubbles. So, we created a bubble-free boozy water, the only beverage of its kind (think hard seltzer without the bubbles). It's simple - no bubbles, no bloat, all the buzz! Launching in May 2019, we hit the NH and MA markets, receiving great responses from consumers, retailers, and distributors alike. Since then, we have had the pedal to the metal and haven't stopped expanding as people ask for NOCA!!*



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## TALK TRACK

THE BELOW IS A TALK TRACK TO USE WHEN INTRODUCING NOCA TO CUSTOMERS AT PROMOTIONAL EVENTS, THOUGH THE AMBASSADOR SHOULD USE THEIR JUDGEMENT

INTRODUCTION: “Hi, would you like to try some bubble-free boozy refreshment” / “Would you like to try something delicious?” *We use intentionally vague language here because most customers have not tried NOCA oftentimes are confused by what a “boozy water” or “spiked water” is, so “bubble-free boozy refreshment” is a good way to hook people. We like to make it difficult for people to turn down a sample.*

PHASE I: “NOCA is a bubble-free boozy water. It’s a lot like a hard seltzer, just without the bubbles” *NOCA is different from anything on the market, so this is an easy way to convey what the product is and draw a simple comparison that many consumers will understand.*

PHASE II: “It’s super light and refreshing, a great option if you want to have a few drinks and not feel full. Without the bubbles, you don’t feel bloated or full, and you can do whatever you wanted feeling confident and comfortable” *These are some main selling points that we have found to be effective, though the ambassador should use their judgement when talking to each customer. The ambassador should also add a reason that is personal to them, why they like NOCA. This is very valuable to consumers, especially with a new type of product like bubble-free boozy water.*

PHASE III: “It was actually started by 3 college friends from New Hampshire!” *This is helpful as many people think that NOCA is a big brand. This point is not always necessary, as it is more difficult to work into the conversation, but helpful to differentiate the product*

PHASE IV: “They sell it here in the mix packs, and it’s [about] the same price as the seltzers” *As is standard with promoting brands, don’t be overly pushy, but try to get the sale whenever possible.*

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## KEY QUESTIONS & ANSWERS

What is it spiked with / what type of alcohol does it contain? →	It is made with the same type of alcohol as White Claw's or Truly's – it's a fermented cane sugar
Where is it made? →	It's currently made in New Hampshire!
Who makes NOCA? →	NOCA was started by 3 college friends who wanted a light and refreshing alcoholic beverage, one without the carbonation.
What does NOCA stand for? →	It stands for No Carbonation... super clever we know.

## KEY NUTRITIONAL DETAILS

✓ 95 CALORIES

✓ 2g SUGAR

✓ 3g CARBS

✓ GLUTEN FREE

✓ NOTHING ARTIFICIAL

✓ NO "NATURAL" SWEETENERS

✓ CONTAINS A DROP OF CHERRY JUICE TO BALANCE OUT THE FLAVOR PROFILE