



A little bit about us...

**BILL
CREELMAN**
CEO/FOUNDER



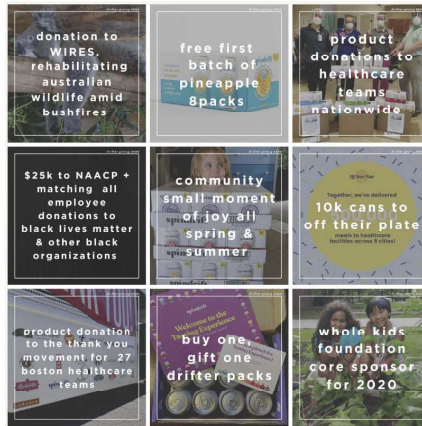
- Started in Charlestown, MA in April 2010.
- 1st sparkling water made with just sparkling water & real squeezed fruit.
- Member of 1% for the Planet since 2011.
- #1 beverage brand on Social Media in 2021, #6 overall according to RivalIQ.
- Spiked Launched in 3 Test Markets in April 2021
 - ✓ EOY 2022 we are in 23 States (38 Distributors)
 - ✓ Projected to be in 37 States for Q3 2023

Our giving commitment



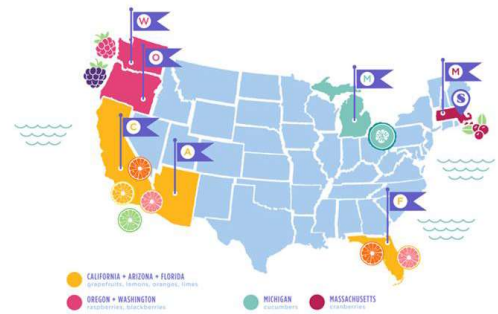
Spindrif steps to reducing plastic and carbon emissions

- reduced shrink around master case
 - ✓ Eliminate 500 ton of plastic
 - ✓ Eliminate 750 ton of CO2
 - ✓ Equivalent of adding 12,000 trees



Our quality commitment

Real fruit from real farms



No "natural flavors"





Spindrift Spiked Variety Packs 2/12/12oz

Marketing Support:

- Digitus Support: \$5 Digital IRC (Period 5-6)
- Staycation Prize Pack Scan to Win (P 5-6)
- \$5 QR Code Rebate – Thru end of 2023

Why Spindrift Spiked?

- Spindrift Spiked is the First brand to use **real ingredients** in the sparkling water & Spiked Seltzer categories...GLOBALLY
- Spindrift Spiked is made with **REAL** fresh squeezed fruit, no “natural” flavors and no artificial sweeteners or coloring
- Mariano’s has a built in loyal Spindrift consumer
- We have sold over **\$1M** in the latest 52 weeks at Mariano’s on the non-alc side with **75.7% growth** and we will do it again with the Spiked!
- Despite just being launched in a handful of Kroger Banners in Fall 2022, Spindrift Spiked is already the **#10 Brand** in Kroger with 2 SKU’s



Consumers scan QR code on POS to enter-to-win staycation prize pack

- Solo Stove
- Vintage Cooler
- S'mores Roasting Kit

Program Elements:

- Case cards (17 x 11)
- Posters (11x17)
- Static Clings (4x6)
- Shelf danglers
- Shippers
- Display Enhancer (Stove or Cooler)



Paradise Pack



UPC 85002545711

Staycation Pack



UPC 85002545705

spindrift



Real fruit tastes better.