



ELEVATE YOUR POUR



HIGHPOUR

BRAND AMBASSADOR TRAINING



*“Designed for presence,
not escape.”*

HIGHPOUR IS REDEFINING
WHAT IT MEANS TO DRINK BY
CREATING THE FIRST TRULY
ELEVATED THC BEVERAGE
EXPERIENCE. IT IS INSPIRED
BY THE CULINARY WORLD,
WORTHY OF RITUALS, AND
DESIGNED FOR PRESENCE,
NOT ESCAPE.



WE'RE NOT JUST REPLACING
ALCOHOL; WE'RE BUILDING A
NEW STANDARD FOR WHAT
IT MEANS TO FEEL GOOD
SOCIALLY, SPIRITUALLY,
AND SENSORIALLY.

PACKAGING

750 ML
BOTTLE



50 ML
BOTTLE



COMING SOON

12oz. CANS | 6 FLAVORS | 2.5MG & 10MG

WHY HIGHPOUR WINS

PREMIUM BRAND AESTHETIC

Highpour features modern, eye-catching design that appeals to trendy consumers seeking premium cannabis-infused beverages.

COCKTAIL- FIRST FLAVOR

Crafted with purpose, not just infused for effect. Highpour delivers complex, refreshing flavor profiles that elevate cocktails and crush cravings.



SOCIAL BRAND APPEAL

Highpour fosters a fun, social lifestyle image that resonates with millennial and Gen Z consumers seeking new social drinking experiences.

BRAND THAT SPEAKS TO REAL CUSTOMERS

Highpour looks and feels like a premium beverage brand – not a novelty cannabis product. It appeals to drinkers that care about lifestyle and quality. Most importantly, to customers who may not be in the space currently.

THC INFUSION QUALITY

Our THC infusion is expertly formulated to mix seamlessly, ensuring consistent potency and smooth flavor in every sip.

LEGAL COMPLIANCE

Fully compliant with all relevant THC regulations, ensuring consumer safety and confidence in every market we enter.



WHY HIGHPOUR WINS (CONT.)

TWO DOSES. ONE BRAND. EVERY OCCASION.

WHETHER YOU'RE NEW TO THC OR A SEASONED CONSUMER, HIGHPOUR MEETS YOU WHERE YOU ARE

2.5mg SELTZERS

Offer a smooth entry point for the canna-curious—
an easy-drinking way to “start low and let it flow”
without worry.



Crisp and Refreshing.

FLAVOR FIRST. ALWAYS.

PREMIUM WITHOUT PRETENSION

Gold accents and clean design make it feel top-shelf—
without the price tag. Stylish, refined, and accessible.

THE FEELING, NOT JUST THE BUZZ

Smooth onset, no crash, no fog. Just presence, connection,
and control—elevating the moment.

MADE TO BE SEEN, SHARED, AND SIPPED

Not an edible in disguise—crafted for social moments.
A can you're proud to hold and a taste you want to share.

10mg MARGARITAS

Bring a cocktail-style experience for those looking
to elevate their vibe with bold flavor and
a stronger effect.



Bold, Bar Quality Taste.

Highpour Elevator Pitch

Highpour is a premium, hemp-derived THC beverage created for people who want the feel-good experience without alcohol. It's clean, consistent, and crafted like a high-end spirit — not a gimmick.

We offer two ready-to-drink cans (2.5mg and 10mg) for a controlled, predictable lift. And for cocktail lovers, our 750ml bottle lets you turn any favorite drink — margaritas, spritzes, old fashioned — into an elevated THC cocktail with no hangover and no harsh comedown.

Give it a taste while you're here — if you like how it feels and tastes, grab a bottle or a 4-pack today and see how it changes your night

Three Things to Know About Our Products

- 1) Cocktail-First Taste – Designed for the cocktail ritual with premium ingredients.
- 2) Premium Without Pretension – Great taste and design, without the attitude.
- 3) The Feeling, Not Just the Buzz – Calm, euphoric lift for a tuned-in experience.

Product Lineup

- 750ml Bottle – THC-infused spirit alternative for cocktails.
- Margarita & Seltzer Cans – Ready-to-drink, balanced, sessionable THC beverages.
 - Margarita cans are 12oz and 10mg of THC per can.
 - Seltzer cans are 12oz and 2.5mg of THC per can.

Sampling & Tasting Protocol – Objective

- Deliver a safe, consistent, and educational experience that represents Highpour's quality and culture.
- Purchase sampling product from retailer where sampling is taking place.
- Purchase any required mixers or fruit if required for tasting.
- Bring 1oz clear plastic tasting cups with you.

Before You Sample

- Ensure compliance with local THC regulations.
- Know your key talking points: flavor, feeling, ritual.
- Purchase sampling product from retailer where sampling is taking place.
- Purchase any required mixers or fruit if required for tasting.
- Chill product and prepare clean glassware.
- Bring 1oz clear plastic tasting cups with you.
- Place black table cloth on table.
- Place branding material and assets on table.

During the Sampling

- Welcome guests warmly.
- Educate: 'It's a cocktail experience without alcohol — just a light, social buzz.'
- Serve small samples. Liquid should only be a sliver in the 1oz plastic tasting cup.
- Sample should not exceed $\frac{1}{4}$ of liquid in the cup, unless sample is mixed with a non-alcoholic mixer, like club soda.
- Encourage guests to sip slowly and tune in to the flavor.

After the Sample

- Share flavor notes and serving suggestions.
- Inform consumer of pricing for the Highpour product and where to find in the store.
- Invite guests to follow Highpour on social media.
- Thank them for exploring the experience.

FAQ'S

- **What is Highpour?**

- Highpour is a non-alcoholic spirit alternative infused with hemp-derived THC. Crafted for modern rituals, it's designed to enhance social moments, wind-down routines, or creative flow — all without the effects of alcohol.

- **What does drinking Highpour feel like?**

- Highpour offers a gently uplifting experience — a calm, euphoric buzz that helps you feel more present and at ease. Most describe it as feeling light, connected, centered. It's not about checking out — it's about tuning in.

- **How fast will I feel the effects?**

- Effects vary from person to person. Timing can vary depending on metabolism, whether you've eaten, and your THC sensitivity. We recommend starting slow and giving your body time to respond.

FAQ'S

- **How much should I drink?**
 - If you're new to THC, we suggest you start slow. Sip, pause, and notice how you feel before deciding to pour more. Each person's response is different, and starting low supports a more intentional experience.
- **Can I drink more than one serving?**
 - You can — but take it slow. Highpour is crafted for balance. Pouring too much too quickly may intensify effects beyond what feels enjoyable.
- **Will I fail a drug test after drinking Highpour?**
 - Possibly. Highpour contains THC, which may be detected on a drug test. If you are subject to testing, consult your employer or testing agency before consuming.
- **What makes Highpour different from cannabis edibles or smoking?**
 - Unlike edibles or smoking, Highpour is a sip-based format with lower doses and smoother onset. It's designed for social settings and intentional rituals, letting you control your experience glass by glass.