

Certified Clean-Crafted – Free of harmful contaminants and toxins

- Manufactured in a cGMP certified facility
- Dhos was tested for over 400 contaminants and toxins
- Certified clean and pure by the Clean Label Project
- Recipient of the coveted "Purity Award"



GIN FREE: a non-alcoholic spirit (Compare to Bombay Sapphire[®]) ORANGE: a non-alcoholic liqueur

(Compare to Cointreau[®])

BITTERSWEET: a non-alcoholic aperitif

(Compare to Aperol[®])

- 71% of consumers are interested in substituting NA spirit for alcohol
- NA beverage offerings predicted to grow by more than 30% by 2022



TASTING NOTE

The texture is smooth and silky with a balanced richness that leads to the spiced finish featuring traditional flavors of rhubarb, brulée of oranges, and cinchona.



STRAWBERRY BREEZE

2 oz. Dhōs Bittersweet .5 oz. Strawberry Syrup .5 oz. Lemon Juice 4 oz. Soda Water

Shake all ingredients except soda with ice. Strain over fresh ice in collins glass. Top with soda water.

Garnish with Lemon wheel & sliced strawberries.

TASTING NOTE

This tasty non-alcoholic spirit leaves a balanced combination of spice and earth influenced flavors reminiscent of traditional Gin with aromas of fresh pine, juniper berries, dried citrus and candied lemon.



PEACH GIMLET 2 oz. Dhōs Gin-Free .75 oz. Lemon Juice .75 oz. Peach Syrup /2 Dashes Angostura Bitters

Shake all ingredients with ice. Strain over fresh ice in glass.

Garnish with thyme sprig & lemon wheel.

TASTING NOTE

Flavors of sweet vanilla, fresh citrus blossoms, and orange sherbet develop on the palate with a hint of spearmint and spice adding depth to the dominant fruit qualities.



DHŌS MULE

1 oz. Dhōs Orange 1 oz. Dhōs Gin-Free .25 oz. Lime Juice 4 oz. Ginger Beer

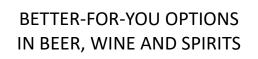
Shake all ingredients except ginger beer with ice. Strain over fresh ice in a copper mug. Top with ginger beer.

Garnish with orange peel & lime wheel.

WHY DHÓS? WHY NOW?

INDUSTRY EXPERTS AND STATISTICAL ANALYSIS POINT TO THE MOST IMPORTANT TRENDS IN CONSUMER PREFERENCE WHEN IT COMES TO BEVERAGE DECISIONS:







ABSTINENCE IS A VERY REAL (AND GROWING) TREND!



ALTERNATIVE DRINKS ARE HERE TO STAY

Millenials are of age & making an impact



1 in 5
21-34 years old hadn't been out for a drinking occasion in the 3 months prior to COVID

Source: CNGA OPUS 2019



THE NON-ALCOHOLIC SPIRTS COMPETITIVE SET

YOUR DRINK, YOUR WAY...... WITHOUT ALL THE CALORIES, SUGAR OR ALCOHOL!



BEYOND JUST ALCOHOLIC FREE!



PRICE / OZ W/ TAX

YOUR DRINK, YOUR WAY... WITHOUT ALL THE CALORIES, SUGAR OR ALCOHOL!

MAKE IT SKINNY!

- DHOS is not just for non-alcoholic cocktails. It provides a solution for reduced calories and reduced alcohol in standard cocktails.
 - <u>Example</u>: Reduce a traditional Margarita by 200+ calories when substituting DHOS Orange for Triple-Sec
- REDUCED COST / MARGIN ENGANCEMENT
- DHOS offers premium quality at a savings vs. comparable products.



A G. Gray Reason 2.	DHOS	CAMPAR	AFRICA
	BITTERSWEET	CAMPARI	APEROL
PROOF	0	50	23
SUGARS / 1.5 OZ	0	12	15
CALORIES / 1.5 OZ	5	120	103
PRICE / OZ W/ TAX	\$0.98	\$1.49	\$1.20
	A DE		
PROOF	ORANGE	COINTREAU 80	TRIPLE SEC
SUGARS / 1.5 OZ	0	10	11
CALORIES / 1.5 OZ	5	95	225
PRICE / OZ W/ TAX	\$0.98	\$2.00	\$0.59
	DHOS	HENDRICK G11	
	GIN FREE	HENDRICK'S	AVIATION
PROOF	0	88	84
SUGARS / 1.5 OZ	0	0	0
CALORIES / 1.5 OZ	5	110	105

\$0.98

\$1.37

\$1.18



POS TOOLS





MIR Coupon





(-)

CAMPAR

120

\$1,49

\$2.00

110 \$1.37

PROOF

PROOF

PROOI

SUGARS / L5 OZ

CALORIES / 1.5 OZ

PRICE / OZ W/ TAX

SUGARS /1.5 OZ CALORIES / 1.5 OZ PRICE / OZ W/ TAX \$0.98

ORANGE

\$0.98

GIN FREE

\$0.98

STIGARS /15.07 CALORIES / 1.5 OZ

PRICE / OZ W/ TAX

3 Case Display: