



VIDE | 2022 BRAND PLAN



VIDE IS THE ONLY CHOICE FOR A BEVERAGE EXPERIENCE YOU CAN FEEL GOOD ABOUT

We are the ONLY Climate Neutral™ RTD brand made with All-Natural, Certified Clean Ingredients.



- ✓ Zero Sugar
- ✓ Zero Carbs
- ✓ Gluten-Free
- ✓ 99 Calories
- ✓ 5% ABV / 10 Proof



THE BAR IS
GREENER
OVER
HERE

ZERO SUGAR | ZERO CARB | 99 CALS | GLUTEN-FREE

VIDE | TEQUILA SODAS



Tequila blanco from Jalisco, Mexico (**most awarded distillery in Mexico**)



Lightly carbonated, purified water



Natural fruit aromas & essences

REFRESHINGLY LIGHT- SUBTLE FLAVOR CRISP TASTE

As the spiked seltzer consumer becomes more health-conscious and develops a finer palette, VIDE is there to satisfy their new needs, as well as their ability to afford a more premium product.



VIDE | VODKA SODAS



Vodka from Missouri, USA



Lightly carbonated, purified water



Natural fruit aromas & essences



OLIVIA CULPO, CELEBRITY INVESTOR

**MISS UNIVERSE, MISS USA,
SPORTS ILLUSTRATED MODEL**

5 Million Followers
100MM+ National Impressions

Forbes

**Olivia Culpo Enters Ready-To-Drink Cocktail Space With
VIDE Beverages**

 @OLIVIAACULPO



OLIVIA CULPO

OWNER & CREATIVE DIRECTOR

- Consistent Social Media Engagement
- New & Refreshing Cocktail Creations
- Organic Product Promotion w/ Upcoming Projects
- Refreshed & Pre-Approved Content & Language
- Distributor Kick Offs & Account Appearances

VIDE

TEQUILA SODA

GRAPEFRUIT

