

SNAZZY BEVERAGES, INC.

# SNAZZY, REDEFINING READY-TO-DRINK COCKTAILS, LETTING YOUR LIQUOR PREFERENCE BE YOUR FLAVOR CHOICE!



[snazzybeverages.com](https://snazzybeverages.com) San Francisco, CA  

## Highlights

- 1 🍹 Spirit-based half & half canned cocktail: you choose the base: Vodka, Tequila, Whiskey, Rum
- 2 Ready-to-drink, shelf-stable, no mixing required
- 3 Retail partners / distribution: "We're live in 40+ retail doors in California"
- 4 Distribution strategy: Start in local retailers, DTC, expand into regional / national retail chains
- 5 Scalability: Partner with co-manufacturers, leverage contract packing, optimize supply chain
- 6 Medaled at the San Francisco World Spirits Competition, SIP Awards, and RTD Magazine.
- 7 Donate to support first responders, active duty military, veterans, and mental health non-profits.
- 8 InvestBev Accelerator graduate.

## Team



**David Peterson** Founder & CEO SPV Voting Proxy

David is the Founder and CEO of Snazzy Beverages, a fast-growing ready-to-drink cocktail brand known for its award-winning lemonade and iced tea cocktails with real spirits. He leads with a focus on quality, authenticity, and

community.



**Cole Blazer** Founder & COO

Cole is returning to the spirits industry after years in automotive and consumer electronics. With a background in mechanical engineering, he's bringing his product development and operations expertise to Snazzy Beverages to drive growth and innovation.



**Alex Harper** Advisor

Alex is an Investor Relations and Finance professional with experience in venture capital and investment banking. As a Strategic Advisor to Snazzy, he supports capital planning, go-to-market strategy, and financial modeling as the brand grows.



**Peter Love** Advisor

Peter is an Operations, Sales, and Investment professional with experience in sales and startups. As a Strategic Advisor to Snazzy, he supports sales efforts and strategy, capital planning, and go-to-market strategy as the brand grows.



**Mackenzie Gibson** Advisor

Mackenzie is a Marketing and Communications professional with experience in marketing, communications, and sales. As a Strategic Advisor to Snazzy, she supports marketing efforts and social media strategy, and go-to-market strategy as the brand grows.

## Why Snazzy?



**BRINGING GLAMOUR BACK TO RTDS**



Delivering premium taste without pretension that reintroduces glamour to casual drinking, indulgence without irresponsibility.

**SNAZZY MAKES COCKTAILS THAT ELEVATE EVERYDAY SOCIAL MOMENTS INTO DAZZLING OCCASIONS — WITHOUT EXCESS**

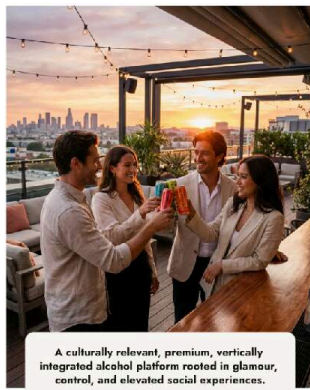
**REAL SPIRITS, BOLD FLAVOR, AND A TOUCH OF TIMELESS STYLE IN EVERY CAN.**



**SNAZZY IS BUILDING THE LEADING CULTURE-DRIVEN ALCOHOL PLATFORM FOR THE NEXT GENERATION OF SOCIAL DRINKING.**

**MORE THAN JUST A BEVERAGE.**

**A STACK OF PRODUCT, DISTRIBUTION, HOSPITALITY AND ENTERTAINMENT.**



A culturally relevant, premium, vertically integrated alcohol platform rooted in glamour, control, and elevated social experiences.

**THE CULTURAL PROBLEM**

Modern drinkers are stuck between **excess** and **emptiness**.

We're operating in a paradox moment:

- Wellness is mainstream
- Moderation is rising
- Economic caution is real
- Third spaces are disappearing

**But desire remains.**

As outlined in the strategy: *Indulgence hasn't gone away — it's become more intentional.*



CATEGORY GROWTH

**22.6% CAGR**

RTD is the #1 growth category, and passed vodka this year #1 drink category, in U.S. spirits. Consumers are leaving beer — but most RTDs still rely on malt bases.



MARKET SIZE

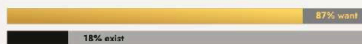
**\$13.6B**

U.S. canned cocktail market (2025). This isn't niche — it's a structural shift in drinking behavior.



THE GAP

**87%** of consumers want spirit-based RTDs



Demand for premium, liquor-based options is massive — but supply hasn't caught up.

**THE ALCOHOL INDUSTRY HASN'T EVOLVED WITH THE MODERN DRINKER.**

THE GREAT SHIFT: A NEW ERA OF INTENTIONAL INDULGENCE

**WE'RE LIVING IN AN ERA OF NEW WAVE HEDONISM**

SHIFTING ATTITUDES TO ALCOHOL AND SOCIALISING ARE RESHAPING THE WAY WE LET LOOSE

**HOME ENTERTAINMENT**

Nearly two-thirds (64%) of consumers globally tend to attend parties at home rather than big out-of-home events and clubs — *Havas*

**LITTLE TREAT CULTURE**

48% of US Gen Zers saying they want to 'live for today' — 'doom spending' — the practice of impulse splurges to assuage feelings of anxiety — has become a coping mechanism — *Investopedia*

**MAXXED OUT EXPERIENCES**

In the US, 60% of Gen Zers would skip a major life event (a friend's wedding or a family vacation) if they could be in the front row for their favourite artist's live performance — *Business Insider*

**ZEBRA STRIPING**

In May 2023, 67% of sober-curious Americans said they still consume or buy alcohol — *YouGov*

**THE MODERN HEDONIST**

Intentional Indulgence in a High-Pressure World

**We are entering an era of New Wave Hedonism.**

Indulgence hasn't disappeared. It has **evolved**.



**WHO THEY ARE**

Aspirational 25–39 year olds

**Working hard. Living for the reward.**

Quality over excess — elevated everyday upgrades.



**WHAT DRIVES THEM**

- ✓ Everyday upgrades
- ✓ Authentic indulgence
- ✓ Affordable luxury
- ✓ Elevated simplicity
- ✓ Social connection



**THEY REJECT**

- ✗ Overpriced excess
- ✗ Empty flashiness
- ✗ Fake premium
- ✗ Anything try-hard

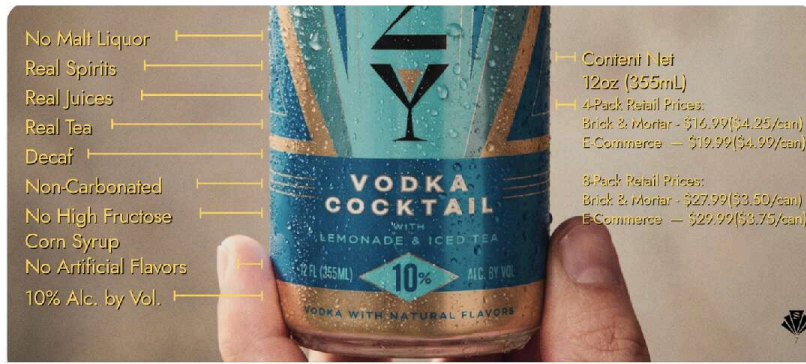


**THEIR DRINKING TENSION**

They don't want more alcohol, and they don't want to quit either. **They want better.** Spirit-based, real ingredient quality that keeps them in control.

**THE INSIGHT** Not anti-alcohol. Anti-wasteful indulgence. **Snazzy is built for this shift.**

**SNAZZY DELIVERS A PREMIUM CANNED COCKTAIL MADE WITH REAL SPIRITS, LETTING CONSUMERS CHOOSE THEIR LIQUOR BASE INSTEAD OF SETTLING FOR CHEAP MALT ALTERNATIVES.**



- No Malt Liquor
- Real Spirits
- Real Juices
- Real Tea
- Decaf
- Non-Carbonated
- No High Fructose
- Corn Syrup
- No Artificial Flavors
- 10% Alc. by Vol.

Content Net  
12oz (355mL)  
4-Pack Retail Prices:  
Brick & Mortar - \$16.99 (\$4.25/can)  
E-Commerce - \$19.99 (\$4.99/can)  
6-Pack Retail Prices:  
Brick & Mortar - \$27.99 (\$3.50/can)  
E-Commerce - \$29.99 (\$3.75/can)



**LESSONS FROM YEAR 1 (INCUBATION → ACCELERATION)**

<p><b>Product Validated</b> Award winning liquid, strong positive consumer feedback</p>	<p><b>Branding Failed to Communicate</b> Confusion (seltzer vs cocktail) limited pull</p>
<p><b>Focus Matters</b> Over-expanded too early; strongest traction in SF Bay Area</p>	<p><b>Distribution Reality</b> Sales reps underperformed; need owned execution</p>
<p><b>Velocity &gt; Distribution</b> Sellthrough is the key metric at this stage</p>	<p><b>Path to Improving Unit Economics</b> 25% GM not viable; targeting 50%+ (future production runs will lower COGs)</p>
<p><b>Retail Relationships Matter</b> Direct buyer feedback &gt; distributor assumptions</p>	<p><b>Events Worked to Convert Sales</b> Shift to high-ROI, trackable channels</p>



**What Changed (2026 Reset)**

Rebrand → clear, premium positioning    Lean ops → reduced burn, disciplined spend

Self-distribution → control sales + velocity    Geographic focus → dominate SF Bay Area first

\*We identified the bottleneck and now control it.



**OLD BRANDING**  
GREAT PRODUCT, WEAK SIGNAL

"We're like a confused hard seltzer"

We have a great product but our look wasn't living up to the liquid or communicating well enough what the product is.

**NEW BRANDING**





Our look now lives up to the liquid, matches the energy of the name "Snazzy", and has improved hierarchy that clearly explains what the product is.



### BRAND MANIFESTO

Somewhere along the way, we let the everyday become beige. Casual became the default. And fun became functional.

We say it's time to bring the glamour back. To make the simple act of opening a can feel like stepping into the spotlight. Because we don't just look the part — we taste it.

Crafted with all-natural, high-quality ingredients, Every Snazzy packs a delicious 10% punch.

For the modern hedonists who don't wait for permission. Their fun is self-made, their confidence self-poured.

Snazzy isn't just a cocktail — it's a whole mood. It's the sparkle of anticipation before the night starts. The wink from across the room. The sip that sparks the ordinary into an occasion with dazzling decadence.

### SNAZZY FRAMEWORK

NEED	PURPOSE	REASONS TO BELIEVE	CHARACTER
I want indulgences that elevate the moment without compromising my priorities	Spark the ordinary into an occasion	All Natural Ingredients Liquor First Versatility Decadent Taste Experience	Fiery, Sophisticated, Unapologetic

### BRAND IDEA

We're here to ignite the twinkle of anticipation at your social occasions with

## DAZZLING DECADENCE

THE ELEVATED SOCIAL SIP



### WHERE SNAZZY WINS

	SNAZZY	TWISTER	ALICE PAULI	ALLURE	Surfside	Bluebird	WILD KISS	TRULY	WATERBURY	CUTWATER
Liquor Preference as Flavor Choice	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Real Spirits (No Malt Liquor)	✓	Malt Liquor	Malt Liquor	Malt Liquor	only Vodka	only Vodka	only Vodka & Tequila	Malt Liquor	Malt Liquor	✓
All Natural Ingredients	✓	✗	✗	✗	✗	✗	"Non-Nutritive Sweetener"	✗	✓	✓
10% or More Alc. by Vol.	10.0%	5.0%	5.0%	5.0%	4.5%	4.5%	4.5%	5.0%	5.0%	7.0%-12.5%
Non-Carbonated	✓	✓	✓	✗	✓	✓	SOME	✗	✗	SOME
Decaf	✓	✗	✗	✗	✗	✗	✗	✗	✗	SOME



**CATEGORY**  
WE ARE CARVING OUT A CATEGORY SPACE OF OUR OWN THAT COMBINES THE APPROACHABILITY OF BELTZERS WITH THE SOPHISTICATION OF COCKTAILS

**PREMIUMISING RTD WITHOUT THE SERIOUSNESS**



\*Focused on phase 1  
=Win SF bay area 1st

- Proven model for platform
- Proven model for platform
- Proven model for platform

• Proven model for platform

- Enable portfolio expansion
- Enable portfolio expansion
- Enable portfolio expansion

- Current engaged for local
- Current engaged for local
- Current engaged for local

- Enable acquire through
- Enable acquire through
- Enable acquire through

- Current engaged for local
- Current engaged for local
- Current engaged for local



Projections are forward looking and not guaranteed

## PHASE 1: SELF-DISTRIBUTION

Most RTDs don't control this layer.

### Snazzy holds

- Federal wholesaler/importer license
- California tier-2 distribution

### Industry Shift

- Distributor consolidation → overcrowded portfolios
- Reduced sales support → brands underserved
- Slow, infrequent delivery + service gaps
- Ongoing compliance issues

### Our Edge

- Licensed to self-distribute (rare advantage)
- High-touch, boutique retail relationships
- Same-day / faster fulfillment
- Full control of sales + distribution
- Margin Capture

### Expansion

- Add complementary brands to portfolio
- Monetize via storage, delivery, and sales services



### Why Snazzy Wins

- Product: real spirits + variety pack innovation
- Brand: cultural positioning (modern hedonist)
- Distribution: self-distribution (rare)
- Model: vertical stack (future upside)



## PHASE 2: MODERN HEDONIST LABS

### Snazzy "Sweet Spot" App

- Brand extension to drive awareness + deepen engagement
- Supports the modern drinker's lifestyle
- First step toward our vertical stack

### What It Does

- Guides users to stay in the "ideal buzz" zone
- Helps pace consumption throughout the night
- Reduces overconsumption

### Strategic Value

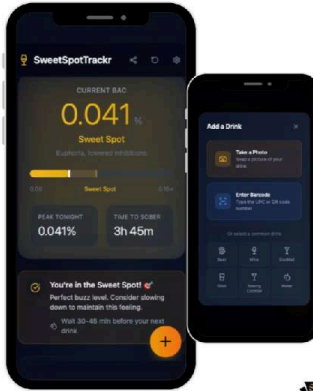
- Reinforces positioning: *Elevated, Controlled, Intentional.*
- Builds brand loyalty + daily utility
- Consumer brand + tech ecosystem

### Role in Business

- Not core revenue driver (yet)
- Enhances the core beverage brand

### Future Vision

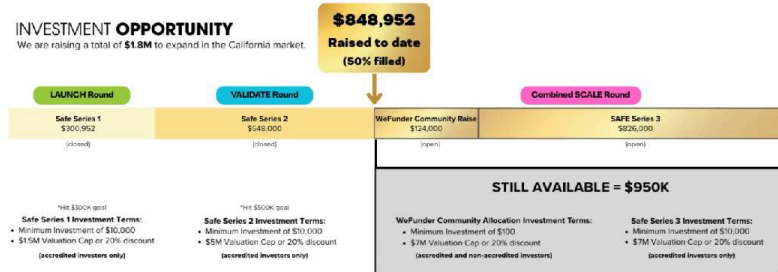
- Integrations with WHOOP, Apple Watch, Garmin, and other biometric platforms
- Personalized insights across health, lifestyle, and alcohol consumption



TURNING PROVEN DEMAND INTO SCALED VELOCITY

### INVESTMENT OPPORTUNITY

We are raising a total of \$1.8M to expand in the California market.



\*Earlier SAFE's were closed at lower caps to reward early investors. Current round reflects market traction and updated valuation.

\*SAFE Series 1 and 2 capital was deployed to launch the brand, secure initial distribution, and validate early market demand—milestones which have since been achieved.

\*Wofunder and SAFE Series 3 share identical terms; Wofunder is designed for broader participation, while SAFE Series 3 is for direct accredited investors.

This capital doesn't fund experiments—it funds velocity, margin expansion, and market ownership.



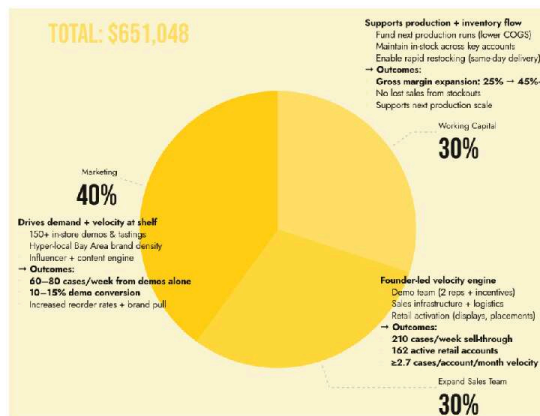
## THE FUNDING PART

CAPITAL → VELOCITY → MARKET OWNERSHIP

We are raising \$651,048 to accelerate growth post rebrand, with 40% allocated to strategic marketing, 30% to working capital to support production and operations, and 30% to expanding our sales initiatives.

**\$120,000**

Full Re-Brand cost



## BUILT FOR STRATEGIC EXIT AT SCALE

### EXIT GOAL

Comparable companies in our industry have exited at 10x-16x EBITDA multiple.

### EXIT VALUATION RANGE

#### \$150M - Lower End Exit Valuation

10x EBITDA multiple Revenue = \$60M (2.5x Multiple)  
EBITDA = \$15M Cases Sold = 500,000

#### \$235M - Average Exit Valuation

12.29x EBITDA multiple Revenue = \$76.4M (3x Multiple)  
EBITDA = \$19.1M Cases Sold = 636,666

#### \$500M - Optimal Exit Valuation

16x EBITDA multiple Revenue = \$125M (4x Multiple)  
EBITDA = \$31.25M Cases Sold = 1,041,666

\*Exit valuation range applies only to Snazzy Beverages, Inc. (Phase I)

### M&A Prospects

BOSTON BEER co. Constellation Brands  
ESTD 1984

DIAGEO E&J Gallo Winery

MOLSON COORS beverage company

SAZERAC

### Private Equity

ALPINE

CICPARTNERS

KEYSTONE CAPITAL

Sentinel CAPITAL PARTNERS

SHORE

VMG

## RECENT ACQUISITIONS: CATEGORY PRECEDENT

"Great brands take time to build"...it can take 5-15 years

**BuzzBallz**

-Acquired by Sazerac in 2024 for \$500M  
-Founded in 2009  
-Estimated 10x EBITDA Multiple  
-Reportedly valued at \$18 at the time of acquisition

**AUSTIN COCKTAILS**

-Acquired by Constellation Brands in 2022 (price not disclosed)  
-Founded in 2012

**ON THE ROCKS**  
PREMIUM COCKTAILS

-Acquired by Sanitary Global Spirits in 2020 (price not disclosed)  
-Founded in 2015

**LOYAL NINE COCKTAILS**

-Acquired by Diageo in 2021 (price not disclosed)  
-Founded in 2009

**CUTWATER**

-Acquired by Anheuser-Busch in 2019 (price not disclosed), was originally acquired by Constellation Brands under Ballast Point's spirits arm for \$18 in 2015  
-Founded in 2016

**BEATBOX**

-Acquired 85% (with path to 100% after 5 years) ownership by Anheuser-Busch in 2025 with a purchase price of \$490M  
-Founded in 2011

## ALIGNED WITH THE FUTURE OF CONSCIOUS CONSUMPTION

### Mental Health Alignment

- Built on a core belief: *Indulgence without excess*
- Promotes mindful consumption over binge culture
- Encourages balance, awareness, and control

### How We Show Up

- Messaging centered on moderation + intention
- Product design that supports controlled drinking occasions
- "Sweet Spot" App → tools for pacing + self-awareness

### Community Impact

- Partnerships with mental health organizations (future + ongoing)
- Event programming that prioritizes safe, social experiences
- Open dialogue around alcohol + well-being

### Why It Matters

- Aligns with the modern consumer's focus on mental fitness
- Differentiates from legacy alcohol brands
- Builds trust, loyalty, and long-term brand equity

### Positioning

*Drink better. Feel better. Stay in control.*

### Snazzy Supports Mental Health Causes



## BUILDING THE NEXT GENERATION ALCOHOL PLATFORM

A premium, culture-driven brand for the modern drinker

A high-margin, self-distribution engine others don't control

A scalable platform across product, distribution, and data

- We proved demand.**
- We fixed the brand.**
- We now control the system.**

**Now we scale.**



# STAY SNAZZY!





**SNAZZY**  
DAZZLING COCKTAILS



## Investment Structure: SAFE

This investment is structured as a **safe**, meaning investors' investment will **convert into equity** at a future funding event, rather than being a fixed return or revenue-share deal.

Here's how it works:

- **Discount for Early Investors:** 20% discount on the share price at the next qualified equity round.
- **Valuation Cap:** \$10 million—meaning your investment converts at this valuation if the next round is priced higher.

## Example of a Potential Investor Scenario

- If you invest \$10,000, and we raise a future equity round at a \$15M valuation, your SAFE converts at the **better of the valuation cap or 20% discount**.
- **Valuation Cap:** Your investment converts at the \$10M valuation cap, giving you **1.5x more equity** compared to new investors entering at the \$15M valuation.
- **Discount Clause:** If the next round is priced below \$12.5M (i.e., 20% less than \$15M), your SAFE instead converts at that **discounted price**, ensuring you always receive the most favorable terms.

This structure is designed to reward early investors with **lower entry prices and more equity upside**, aligning our success with yours.

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## This is not our Seed round.

This is a **community raise** designed to bring our earliest supporters, customers, and brand believers onto our cap table ahead of a future institutional Seed round.

## Why We're Raising This Round

This community raise allows us to:

- Expand production and inventory
- Grow distribution and retail partnerships
- Invest in brand awareness and experiential marketing
- Extend runway as we prepare for a **priced Seed round**

This structure gives supporters early access while allowing the company to set valuation later, once additional milestones are achieved.

## What Comes Next

Following this WeFunder raise, Snazzy plans to pursue a **priced Seed financing** led by institutional and strategic investors.

The valuation of that round will be determined at the time of pricing based on:

- Revenue growth
- Distribution expansion
- Brand traction
- Operating performance

### **Important Note for Investors**

The valuation cap on this SAFE is **not a company valuation today**.

It is a mechanism to reward early supporters for taking risk before the next priced round.

### **Why WeFunder**

We believe the best brands are built alongside their communities.

WeFunder allows our customers, fans, and partners to become owners — not just consumers.

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### **Disclaimer**

This presentation contains forward-looking statements, including but not limited to projections, plans, and strategies. These statements are based on current assumptions and expectations, which involve risks and uncertainties that could cause actual results to differ materially. Snazzy (Snazzy Beverages, Inc.) makes no representations or warranties, expressed or implied, regarding the accuracy, completeness, or reliability of the information contained herein.

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