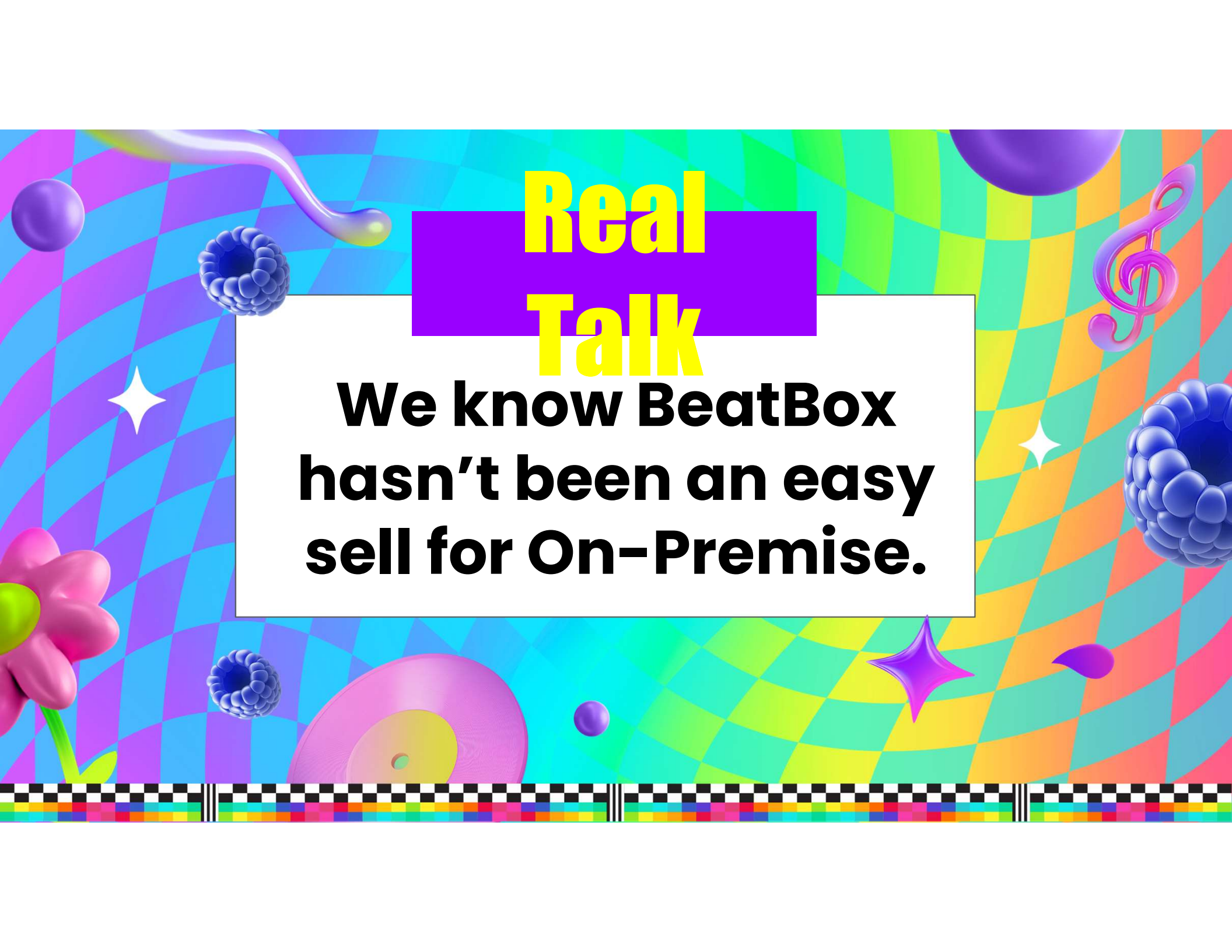




BEATBOX[®]
**SHRUNK THE BOX,
KEPT THE PARTY**





Real Talk

**We know BeatBox
hasn't been an easy
sell for On-Premise.**

What We've Heard

It's too many servings and too high of alcohol.

I don't have room in my fridge or well.

We already carry High Noon/ BuzzBallz/Cutwater

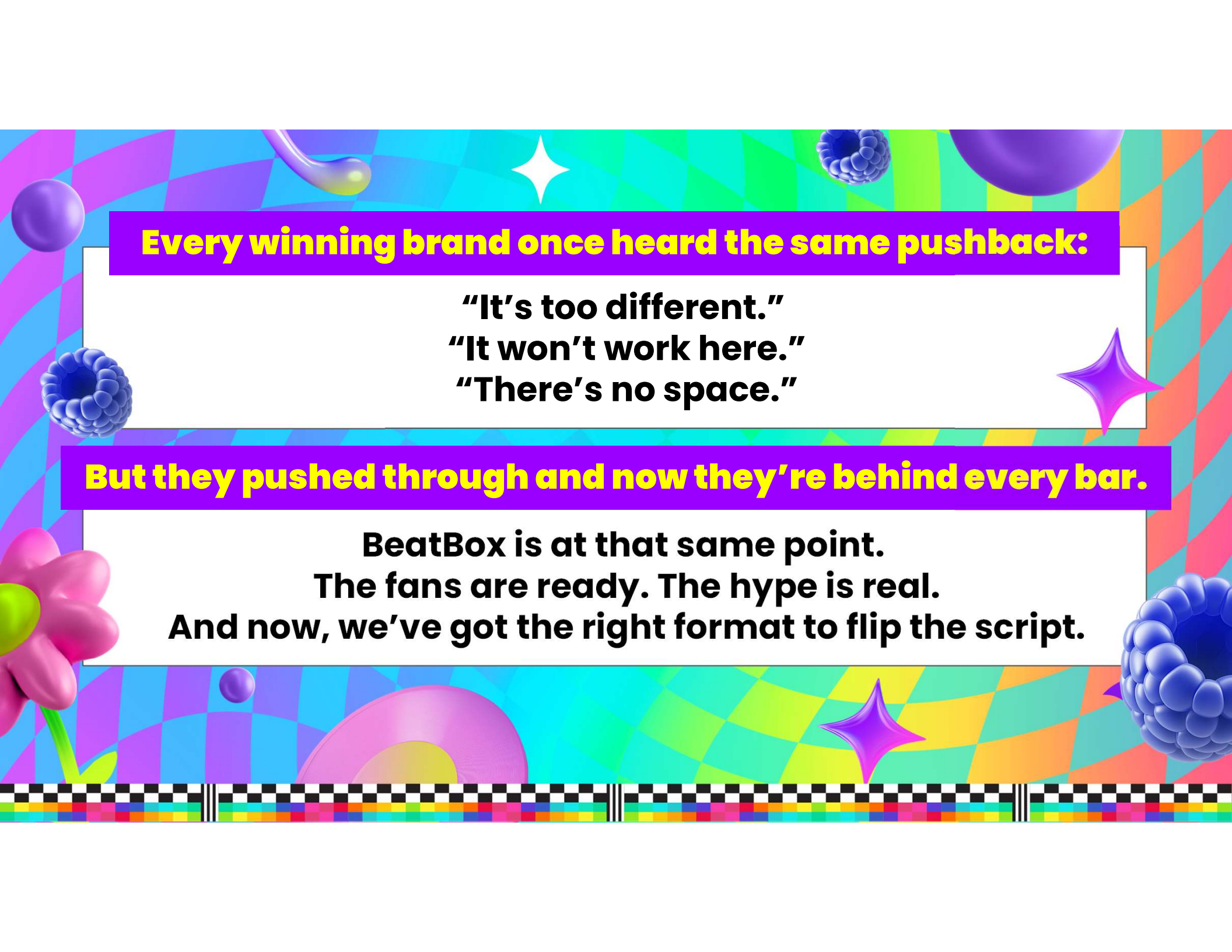
I've never want anyone to get over-served.

Flavored drinks don't sell

What's the price point?

Our customers want spirits & shots, not wine.





Every winning brand once heard the same pushback:

**"It's too different."
"It won't work here."
"There's no space."**

But they pushed through and now they're behind every bar.

**BeatBox is at that same point.
The fans are ready. The hype is real.
And now, we've got the right format to flip the script.**



Introducing our 330ml Party Starter!



11.2
OZ

11.1% ABV, 11.2 oz.
(That extra .1? That's the party.)

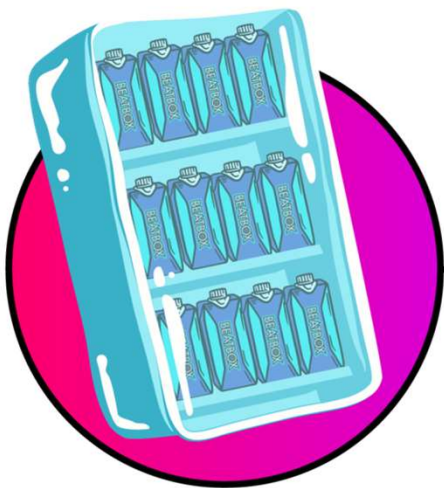
Four fan-favorite BeatBox flavors are coming in a **NEW 330ml** format perfectly portioned for bars, restaurants, venues, golf courses, and anywhere you need a **ready-to-serve party starter**



Giving Consumers what they want

8 out of 10 drinkers want it straight from the source.

Original packaging, no fuss, more fun.



CHILL



TWIST



ENJOY

Source: Numerator Insights, [Leakage Tree Report](#), FSR Channel, 52 weeks ending 3.30.25, Appinio BeatBox 330ml Survey, N=228, 4.29.2025-5.2.2025



How We Communicate Value

To the Decision Makers

**3 Year
Shelf Life**

**Single-Serve
330ML**



**Big BeatBox energy,
now in a perfectly portable 330ml size.**

1 Serving

vs. 3 servings in 500ML BeatBox

- ★ Stays within single-serve ABV limits

Creates Efficiencies

- ★ Speed to service
- ★ Bartender Friendly

Packaging

- ★ Recyclable
- ★ Inventory-friendly

*Ability to recycle may vary depending on location.



How We Communicate Value

To the Consumers



87.3% of RTD Consumers
are interested in a **single-serve, 330ml BeatBox**
on-premise.

Top Reasons for 330ml BeatBox interest among RTD purchasers

ABV % (Alcohol volume)

Easy to Carry

Spill-Proof / No Straws

**Resealable,
Tamper-Proof Cap**

Smaller than a can of beer but packs more punch!

Source: Numerator Insights, [Leakage Tree Report](#), FSR Channel, 52 weeks ending 3.30.25, Appinio BeatBox 330ml Survey, N=228, 4.29.2025-5.2.2025



BEATBOX®

**SALES
STRATEGY**



Quote of the day

“They call it coaching but it is teaching. You do not just tell them...you show them the reasons.”

-Vince Lombardi



Introducing the 330ml Party Starter!

Begin with the fan favorites—then add the newer innovation!

FAN FAVORITES



NEW INNOVATION



*Launch date is an estimate



Across the Bar in the Box

Original Packaging = First Choice



BEATBOX

ICE



Think It's Too Strong? Think Again.



11.1% ABV 330ml



8.2% ABV Pint IPA

The Shift Is Clear: Consumers Crave Something New

Now's the time to stock what's growing.

+10.0%



0%



-5.7%



-9.3%



-7.0%



Source: BeerBoard Q2 2025 On-Premise Insights Report All comparisons are same locations for the Q2 2025 (April 1 - June 30, 2025) vs Q2 2024 (April 1 - June 30, 2024).



Strategic Targets

Bar & Nightclubs



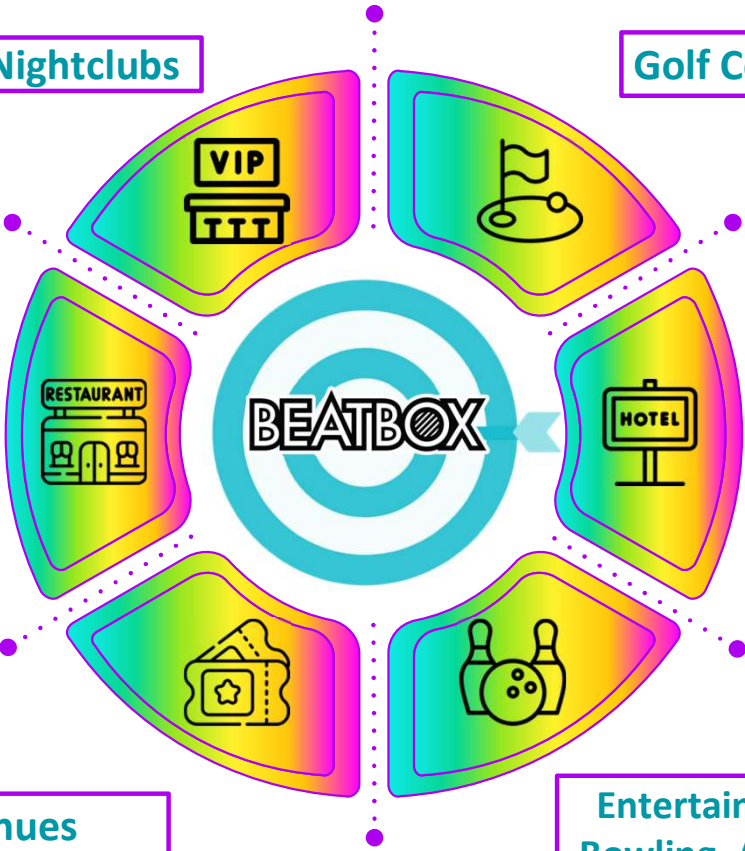
Golf Courses



Restaurants



Venues



Hotels:
Bar, Poolside, & Grab n go



Entertainment/Gaming:
Bowling, Arcades, Casinos



330 ml vs. 500 ml

Festivals & Events

Off Premise Accounts

Bars & Restaurants



500 ML



500 ML & Multipacks



330 ML

BeatBox Sports Partnerships

500ML



Jan 1 '24-May 30 '26



May '24-Dec. '25



July '24-Jun '26



Mar. '25-June '27



Now-June '27



Mar. '24- Nov. 1 '26



May '24-April '26



Oct. '24-Sept. '27



Mar. '25-Dec. '27



'25-'26



Mar. '24-Dec. '25



May '24-Oct. '26



Mar. '25-Feb -'27



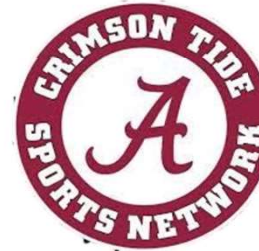
April-Dec. '25



'25-'26

We're Going Bigger With Our Athletics & Venue Sponsorships

500ML





BEATBOX

**MARKETING
STRATEGY**



CREATING THE GOLD STANDARD



1

Own the menu!

Make sure BeatBox is featured on cocktail menus

2

Backbar = Billboard!

BeatBoxes should be visible!

3

Hit every table and bar top!

Drop table tents, coasters, and menu inserts

4

Train to win!

Make sure staff knows the brand, flavors, and how to sell them!



Link to On Premise Gold Standards: [HERE](#)



CREATING THE GOLD STANDARD



5

Catch the customer from the outside

Check for outdoor windows, doors, and entry spots to brand

6

360° branding = full send!

Outside, inside, menu, bar, table - BeatBox everywhere



7

Host the party!

Plan BeatBox nights with sampling, swag, specials

8

Tag, post, repeat!

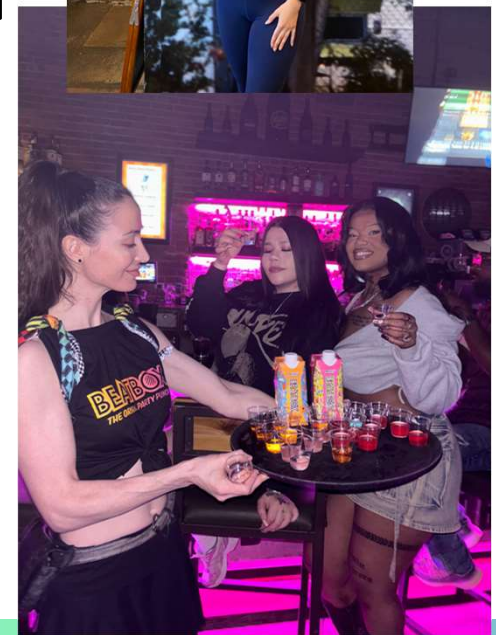
Encourage venues and consumers to post and tag @BeatBoxBeverages

Link to On Premise Gold Standards: [HERE](#)

Field Marketing



Our BeatBox BEATS are expert party starters and flavor educators all in one. Specially trained to hype the crowd and break down what makes BeatBox the ultimate 11.1% ABV party punch, they serve samples with a smile & drop flavor knowledge like it's a beat.



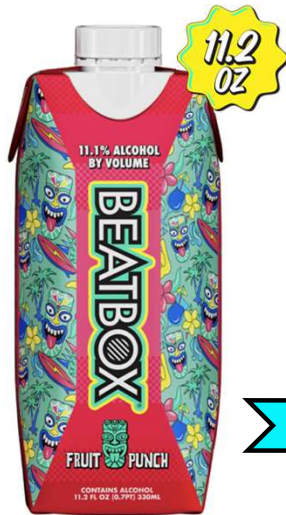




TLDR
Why BeatBox 330ml?



500 ML
Off Premise &
Festival
Party Ready



330 ML
On Premise
Party Ready



This new size is **perfectly**
portioned making serving
as **easy** as...



CHILL



TWIST



ENJOY