

HIGH rise beverage co





a love story that builds community

Matt and Libiss's story began in 1986 when a neighborhood game of hide-and-seek sparked a childhood friendship that grew into young love.

Though life led them on separate journeys—Matt chasing entrepreneurial dreams in California and Libiss exploring new horizons in Charleston—their paths crossed again in 2005. Their connection reignited, and they married in 2013.

In 2019, faced with Libiss's diagnosis of ulcerative colitis, they turned to cannabis, discovering its healing potential. This diagnosis led them to create Charleston Hemp Collective. In 2022, they launched High Rise, a reflection of their belief in helping the community to have the opportunity to live fully through simple, powerful, plant based ingredients.

Today, Matt and Libiss call the Charleston home, where they savor the beach's beauty with their dog, Waylon, while pouring their hearts into creating a brand that inspires others to embrace life's best moments. Join them in discovering the transformative power of High Rise and living life with purpose, wellness, and connection.



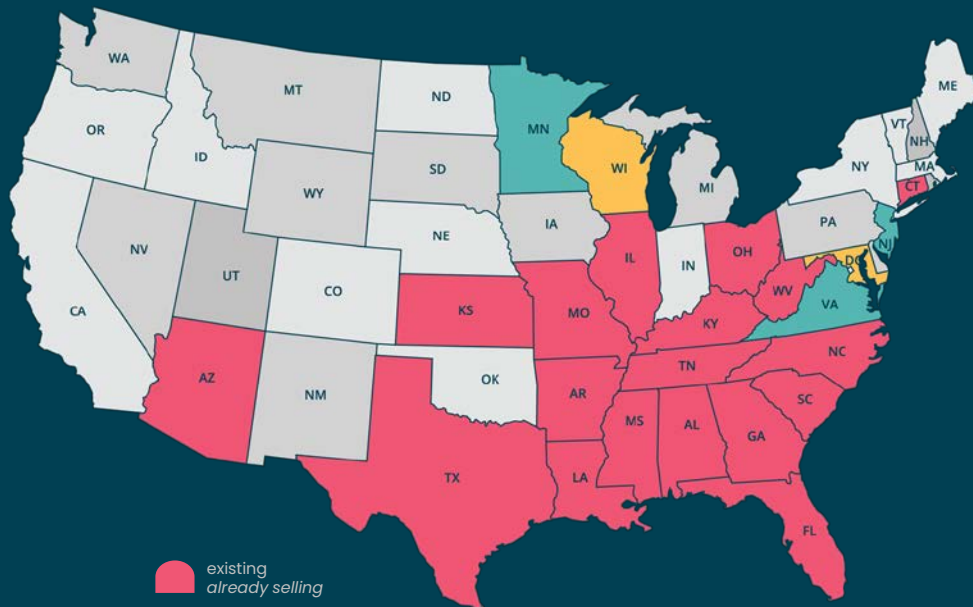


where we are.

Our three-tiered distribution system enabled seamless market expansion, working with Anheuser-Busch and Molson Coors distributors who recognize the importance of this rapidly growing category and are actively driving High Rise placements and success.

By the Numbers:

- 38: AB House's
- 11: MC House's
- 5: Independent



- existing already selling
- committed distribution in place
- in process distribution being negotiated



BevMo!



LIQUOR BARN

Parker's kitchen

ROUSES MARKETS

Total Wine & MORE

Winn✓Dixie.



about us

High Rise embraces a vibrant lifestyle with clean, simple, effects-based beverages that offer a meaningful alternative, championing genuine connections without compromise.

We embody a way of living where being present, healthy, and mindful is at the forefront of social experiences. Choosing High Rise means savoring every moment, nurturing authentic connections, and truly living your best life.

- *Real Fruit Infused:* Our seltzers are made with real fruit puree
- *Low Sugar:* All products are under 5 grams of sugar
- *All Natural:* Hemp is grown without the use of harmful pesticides or herbicides.
- *Non-alcoholic:* Experience the highs of life without the hangover the next day
- *Third Party Tested:* Our ingredients are fully tested by third party labs for purity and potency.



real fruit



alcohol free



gluten free



vegan



non-GMO



no artificial
flavors





thc education

What is Delta-9/THC?

Delta-9 THC and CBD are two of over 100 known cannabinoids derived from the hemp plant. Delta-9 THC are cannabinoids that are psychoactive (i.e. it gets you 'high'), whereas Full Spectrum Hemp (CBD) is non-psychoactive (i.e. it does not get you 'high') and is known for calming the mind and balancing the body. Each person's body chemistry is different and could respond differently.

Why Should I have a seltzer instead of a gummy?

Both are great options! The body absorbs the hemp derived product effects faster, and more efficiently in a liquid form, which lends itself well to becoming used in refreshing beverages. Also, the carbonation adds to a quicker delivery to your body because of the Oxygen in the CO2.

What happens if I drink a can?

- Our cans have 5mg of THC, the best way to describe it is equates to the same feeling as 2 glasses of wine or 2-3 pints of your favorite IPA
- Everyone's experience is different

Why are THC beverages so popular?

- Zero Hangover
- Healthier alternative
- Tastes great and an alternative to alcohol
- Gives an intoxicating effect
- No smell or hemp taste

Will your drinks show up on a drug test?

Drug tests identify the residual amounts of THC in the blood. So yes, you will fail.

How is this legal?

Products are hemp derived and are in accordance with the 2018 Farm Bill. Our products contain less than 0.3% Delta-9 THC.



thc seltzers

Crafted in the Southeast with real fruit, organic cane sugar and infused with full-spectrum hemp, High Rise is one of the most versatile canned beverages on the market.

Choosing High Rise means embracing a lifestyle where every moment is savored, every connections is genuine and every individual can truly live their best life.



High Rise packs a party in every can! Combine hemp-derived Delta-9 THC + CBD with no regrets or hangover.

Each can contains 5mg THC + 10mg CBD

Price To Retailer: \$75.60

Suggested Retail: \$17.99 4pk



real fruit



alcohol free



gluten free



vegan



non-GMO



no artificial
flavors



crafted for the moment.

Choosing High Rise means embracing a lifestyle where every moment is savored, every connections is genuine and every individual can truly live their best life.

Current Product Line

- 5mg THC Seltzers: 5 SKUs
- CBD/CBG: 3 SKUs
- NEW! 5mg THC 8 can variety pack

New Innovations for 2025

- THC Wellness Shot (summer)



highrisebev.com





the moment is here.

Gen Z and Millennials are redefining social drinking, prioritizing wellness over traditional alcohol consumption. They seek options that enhance experiences without the drawbacks of alcohol, making wellness the new social currency.



69%

of young adults prefer
cannabis over alcohol
[CBS News](#)



49%

of Americans say they're
cutting back on alcohol
[NC Solutions](#)



57.5%

CAGR Cannabis beverage
growth rate 2024-2032
[Fortune Business Insights](#)





highrisebev.com



proven success.

December 2024 – February 2025

4,449

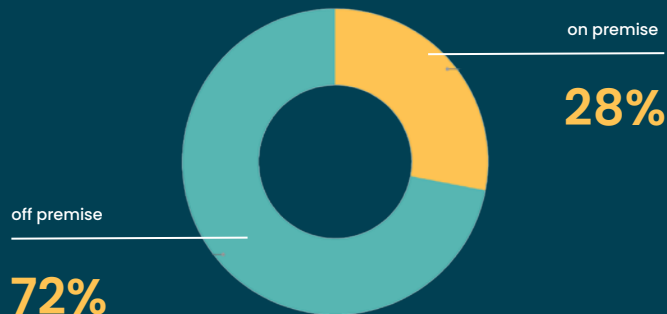
buying accounts

\$74.91

ave. case price

670

events and tastings



We've built a strong foundation through retail expansion and our three-tiered system—now, we're unlocking digital growth to scale even further. With advertising, SEO, SEM, and influencer partnerships launching this year, we're poised to create a robust digital footprint and accelerate e-commerce sales.



meet the high riser.

values + lifestyle

- Health + wellness-conscious
- Aligned with brands that emphasize individuality + self-care
- Community-oriented and enjoy social experiences

behaviors

- Interested in better living + enhancing social interactions
- Cannabis-friendly or open to cannabis-related products
- Prefer low-sugar, wellness-focused options

Primary High Riser (Conscious Connector)

- **Age:** 21-34, skewing younger (Gen Z, early Millennials)
- **Interests:** Active wellness, travel, adventure, and trendsetting activities
- **Lifestyle Traits:** Bold, trendy, share-worthy; eager for new trends
- **X-Factors:** Trendsetters, early adopters of sober lifestyle, restless creators
- **Occasions/Need States:** Release, Group Interaction, Esteem

Secondary High Riser (Wellness Enthusiast)

- **Age:** 35-55 (mature Millennials, Gen X)
- **Interests:** Balance, home gatherings, relaxation
- **Lifestyle Traits:** Seeking alcohol-free options without compromising enjoyment; focus on R&R
- **X-Factors:** Experimenting with dietary and drinking habits for longevity
- **Occasions/Need States:** Adult Recess, Better Living, Sociability

Adjacent High Riser (Sober Socialite)

- **Age:** 45-65, Gen X to younger Boomers (mind, body, or soul).
- **Interests:** Mindfulness, aging well
- **Lifestyle Traits:** Prioritizes enjoy a drink that feels adult and indulgent
- **X-Factors:** Often bev alc converted
- **Occasions/Need States:** R&R, Aging Well, Adult Recess





our key points of difference

Strategic Principles / Core Differentiators that set ourselves far apart from the competition; *see Brand DNA House for deeper dive

BRAND



We are a **Lifestyle Brand** 1st, our brand marketing will lead with that as North Star

Product & Attributes align to our Lifestyle BrandDNA and are foundational

**Product features and benefits are critical, yet "price of entry" from a brand-building perspective; this is different vs competition*

PRODUCT



We are a superpremium, functional, non-alc, wellness **Beverage Company**. This is who we are, what we do, all we do, and we are experts. THC, Adaptogens, and CBD Beverages.

This keeps us **Authentic**, our liquid recipes unique and **Proprietary**, laser-focused on **Quality**, and leaders in this category with current portfolio and **New/Future Innovations**

**Not a cannabis company/brand in liquid form factor
**Not bev alc out of their brand and product zone*

TRADE



We value and support **Our Distributor & Retail Partners** and believe in the **3-Tier System**

Manufacturer/Brand <> Customer Partner synergy and "triangle offense" in the marketplace that separates from ecomm-only / DSD-only brands

Benefits: Distributor teams, Sales teams, Retail Marketing, Grassroots Marketing, Experiential & Community, On/Off/Non-premise Channels & Occasions



on premise + events

Meeting the Demand for Variety: On-premise locations are increasingly catering to the *sober curious* community, seeking innovative beverage options beyond traditional alcohol.

Nearly 30% of our sales come from on premise locations

- Bars and Restaurants
 - Menu placements
 - Mocktails and cans
- Music Events and Festivals
 - Sampling and education
 - THC option
- Sporting events and venues
 - Sampling and education
 - Wellness beverage option
- Wellness studios and Events
 - Sampling and education
 - Specialty options





mocktails

We believe that life's greatest moments are often the ones shared over a refreshing drink with friends.

We're excited to help create a non-alcoholic drink menu that's tailored for any bar or restaurant.

A mixologist is available to craft a mocktail or non-alcoholic drink menu for on-premise accounts.





off premise

High Rise is leading THC beverage brand in the off-premise market, from convenience stores to grocery outlets.

Product Placement Focus:

- *Ask for Endcaps:* Maximize visibility by securing end cap displays to drive impulse buys.
- *Cooler Space:* Ensure prime cooler placement for grab-and-go convenience, catering to spontaneous buyers
- *Shelf Room:* Expand shelf presence with both single cans and 4-packs, giving customers the flexibility to try or stock up.
- Place next to craft beer and specialty canned beverages





awards + partnerships

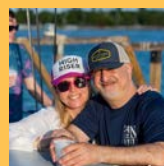
AWARDS



PARTNERSHIPS

By participating in events like music venues, summer music series, pool parties, runs, and parades, we not only increase brand awareness but also create memorable experiences that put our beverages directly into the hands of our audience.

These partnerships help us spread our mission of empowering people to live their best lives while enjoying the moment to the fullest.





sony partnership



High Rise is proud to be the official CBD beverage partner of Sony Music Nashville (SMN). This partnership gives us the opportunity to be in front of the country's top artists daily. This relationship has blossomed into something truly special, far beyond just a sponsorship.

Our partnership includes:

- Official CBD beverage of Sony Music Nashville
- Coolers stocked at Sony Music Nashville, available to all artists and execs
- Select tickets to SMN events, shows, and activations across the country
- Activations at major music events such as:
 - Key West Songwriter Festival
 - CMA Fest
 - CMA Awards

"Sony Music Nashville partnered with High Rise Beverage Co on a label-wide partnership, which includes collaborations around events, digital content and more, has been nothing but remarkable for our team. Not only are we fans of the beverage, but we truly believe in their mission. High Rise does an incredible job encouraging education, promoting natural health and wellness, and using simple, real, and effective ingredients accessible to everyone."

- Taylor Sowers, Sony Music Nashville





point of sale



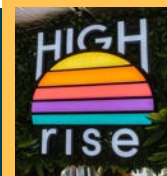
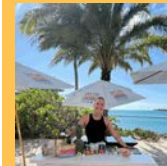
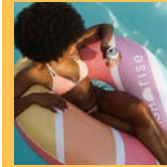
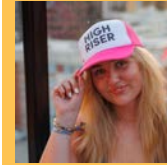
1. Upright Cooler,
2. 7' Market Umbrella,
3. Case Stacker,
4. Rail Mat,
5. 2 Can Can Glorifier,
6. THC Beverage Cooler Tape
7. Countertop Cooler
8. Acrylic Bucket,
9. Tin Tacker,
10. LED light,
11. Metal Bucket
12. 3 Sided Bollard Cover

Order POS





wearables + giveaways



1. Women's tank, 2. Unisex Tee, 3. Foam Hats, 4. Pool Float, 5. Translucent Pink Sunglasses, 6. Koozies



Money Maker Incentive

- Every POD of High Rise sold into a new account earns **\$5 - \$25** to the Sales Rep if all 4 sku's are sold into the account.
- Chains included.
- No limit.





HIGH  rise
beverage co

Thank You!!!



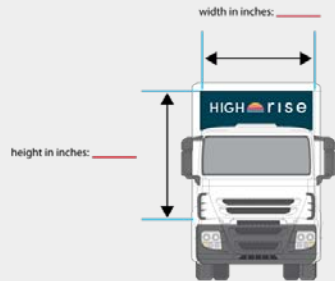
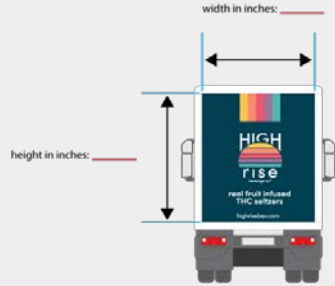
highrisebev.com

*mural in Nashville, TN at Basement East





vehicle wraps





how we market our brand

Playbook for Local and Cooperative
Grassroots/Retail/Trade marketing

POS

- ☐ Pre-launch Creative (teaser)
- ☐ Post Launch (evergreen)

LAUNCH WEEK(s):

- ☐ Event
- ☐ On-premise Promos
- ☐ Off-premise Tastings
- ☐ Social Media Teasers (w/creative)
- ☐ Paid Social Media
- ☐ PR / Media
- ☐ Traditional Media Opps
- ☐ Non-traditional Media Opps, eg pedicaps, etc
- ☐ Stunt Opps

POST LAUNCH

- ☐ Truck Wraps
- ☐ Sponsorships
 - ☐ Events
 - ☐ Venues
 - ☐ Teams
- ☐ Off-premise Tastings
- ☐ Paid Media:
 - ☐ Digital, incl music
 - ☐ Social
 - ☐ Right Opportunity, On-brand OOH
- ☐ Local Influencers
- ☐ Swag - for distrib team
- ☐ Murals



consumer target: primary high riser

Consumer: Conscious Connector

Age: LDA 21-34 (sweet spot 21-27 Gen Z, younger Millennials)

Gender: 60/40 Male to Female

Values & Need States: Better Living, Release, Social Interaction, Enhancing Group Interaction, Esteem, Badge-wearing, beehive community, stability

From: Hard Seltzer, RTD's, Cocktails, Light Beer, Craft Beer, no alc.

Behaviors/Interests: Active Wellness, Healthy Habits, Weekend Warrior, Travel, Exploration, Shows/Festivals, Fun in the Sun, Community

X-factors: Trendsetters, early adopters, cannabis-friendly, early adopting sober lifestyle ('alc is bad'), health and wellness-focused, into new day ingredients, restless creators, sugar-conscious

Lifestyle and Brand Consumption:

- Health and Wellness conscious, still looking for a good time and good buzz without the guilt or negative repercussions
- bold, authentic brands that align with her values of social responsibility, self-care, and individuality.
- fun and "share-worthy"
- healthy, vibrant lifestyle.
- Speaking the trend
- desire for products that offer wellness without compromising fun.
- Connection with community and partnerships is important



consumer target: secondary high riser

Consumer: Wellness Enthusiast

Age: 35-55 (older millennials / younger Gen X)

Gender: 50/50 Male-Female

Values & Need States: Better Living, Adult Recess, R&R, Social Interaction, Enhancing Group Interaction, Functional Benefits, Self Actualization

From: Beer, Wine, Craft Beer, Import Beer, Mixed Drinks, Cocktails, RTD's

Behaviors/Interests: Health & Wellness, R&R, Travel, Staycation, Home Group Gatherings, Shows/Festivals, Fun in the Sun, Community

X-Factors: Sober/non-alc curious, changing diets & bev alc consumption habits for healthier prime / aging, Cannabis-friendly non-stoners, Cannacurious, sugar-conscious, starting to tune into new day ingredients trends, participate in bev alc occasions

Lifestyle and Brand Consumption:

- balance for those wanting to enjoy their evenings without the side effects of alcohol.
- Newer Health and Wellness conscious, still looking for a good time and good buzz without the guilt or negative repercussions
- bold, authentic brands that align with her values of social responsibility, self-care, and individuality.
- brand resonates with those who want to connect, experience life's best moments, and prioritize their well-being – all while skipping the hangover.
- Seeking healthful alternatives to alcohol



consumer target: adjacent high riser

Consumer: Sober Socialite

Age: 45-65 (Gen X to younger Boomers)

Gender: 50/50 Male-Female

Values & Need States: Better Living (combat aging ailing), Mindfulness, Adult Recess, R&R, Social Interaction, Enhancing Group Interaction, Functional Benefits (de-stress), Self Actualization, New Life

From: Beer, Wine, Mixed Drinks, Cocktails, RTD's, No Alc / Too Much Alc

Behaviors/Interests: Health & Wellness, Mindfulness, R&R, Travel, Staycation, Home Group Gatherings, Shows/Festivals, Fun in the Sun, Community

X-Factors: Never Bev Alc, Bev Alc converted, diet habits for healthier prime / aging, Cannabis-friendly non-stoners, Cannacurious, tuned into new day ingredients trends, participate in bev alc occasions

Lifestyle and Brand Consumption:

- Celebrate every moment with confidence – a sophisticated drink for your vibrant lifestyle, minus the alcohol
- enjoy a drink that feels adult and indulgent, fitting seamlessly into social settings
- Health and Wellness conscious, can now have a good time and good buzz without the guilt or negative repercussions
- bold, authentic brands that align with her values of social responsibility, self-care, and individuality.





resources

[POS Ordering](#)

[Digital Assets](#)

[Marketing/Creative Requests](#)

[Event Request Form](#)

[Off Premise Request Form](#)

[Brand Guidelines \(WIP\)](#)

All locally created/customized POS must be approved by HRBC Marketing Team

- Work with your High Rise Sales Rep for trafficking review/approvals



appendix

Occasions for High Rise

Deeper Consumer Slides