

mom[®] water



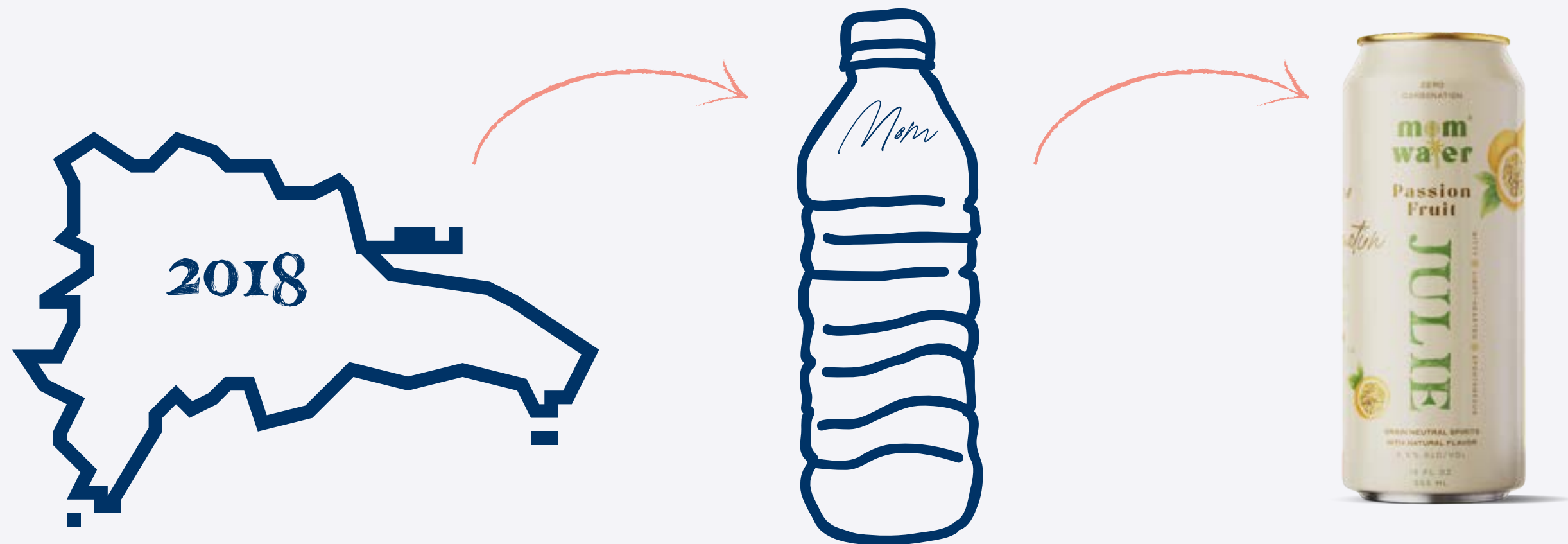
The Mom Water Story

MOM WATER WAS CREATED BY BRYCE & JILL MORRISON IN WINTER OF 2019. ADDRESSING A LARGE GAP IN THE ALCOHOL INDUSTRY — NO CARBONATION BUT LOW CALORIE AND NO SUGAR — MOM WATER QUICKLY BECAME ONE OF THE MOST POPULAR NEW ALCOHOLIC RTD BEVERAGES, OR AS WE LIKE TO CALL, "EASY-TO-DRINK". WE STRIVE TO BE THE CLEANEST ALCOHOLIC BEVERAGE ON THE MARKET AND HOPE THAT KAREN, JULIE, SANDY, SUSAN, NANCY AND LINDA LEAVE YOU FEELING REFRESHED TO CELEBRATE LIFE WITH THOSE YOU LOVE MOST.

[Check Out Our Story](#)



[Google Ad Video](#)



What Makes Us Different

Hard Seltzers

1-5g
sugar

1-5g
carbs

30mg
sodium

Bubbles



Mom Water



0g
sugar

0g
carbs

0mg
sodium

No
Bubbles

4 INGREDIENTS

- WATER
- VODKA
- NATURAL FRUIT FLAVORS
- CITRIC ACID

THE CLEANEST OPTION

- 90 CALORIES
- ALL NATURAL
- NO ARTIFICIAL PRESERVATIVES
- 4.5% ABV

Mom Water Support

Social Media Driven



Tik Tok • Facebook • Instagram

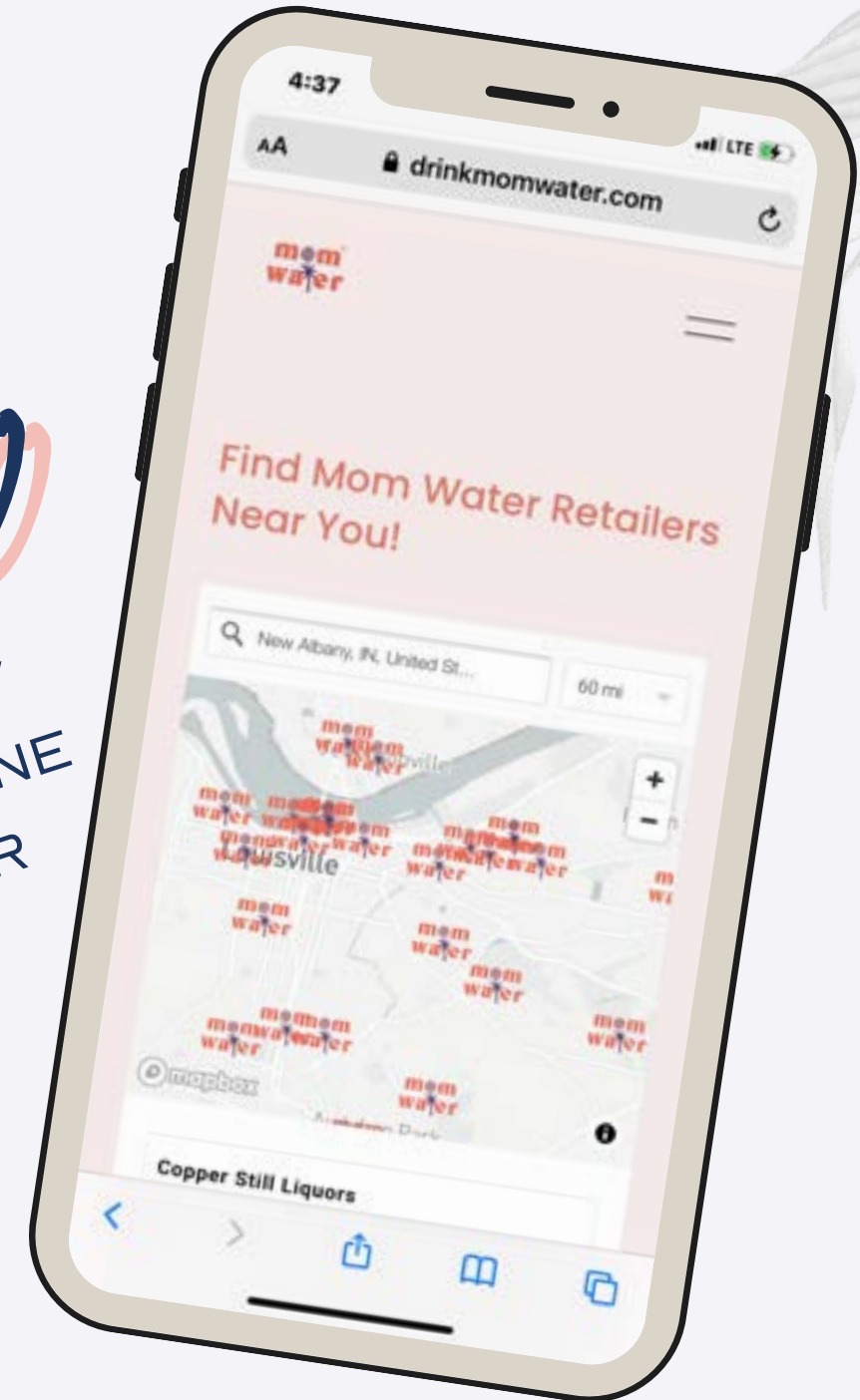
73K+ FOLLOWERS ACROSS CHANNELS
4M AVERAGE MONTHLY ORGANIC REACH

45,000
AVERAGE MONTHLY
VIEWS OF OUR ONLINE
RETAIL TRACKER

Google Ad Impressions

38 million

SINCE LAUNCH MARCH
2023

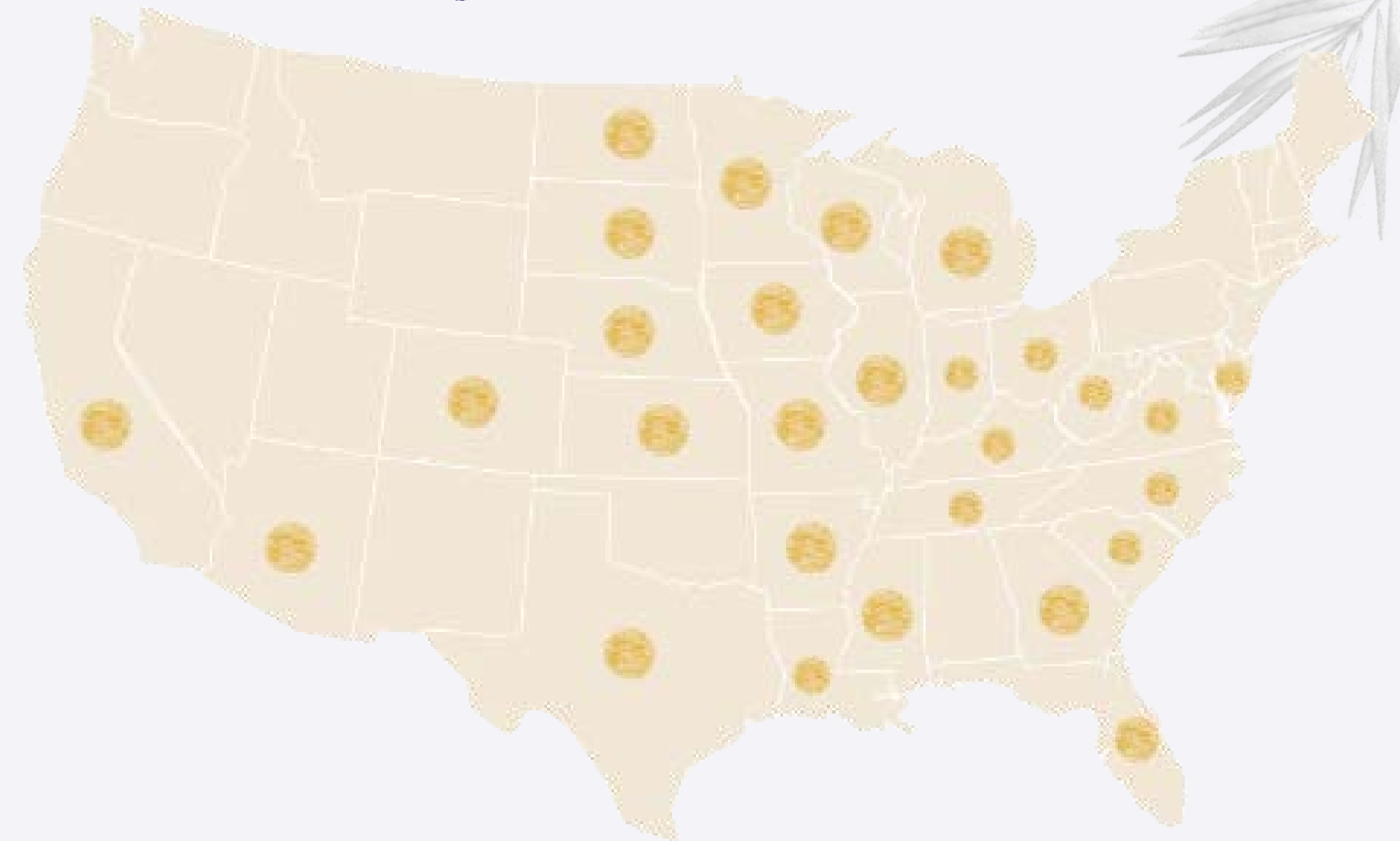


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Recent Awards

🌴 **2022 Impact Hot Brand Award Recipient**
🌴 **Shanken Hot Brand 2023 Designation**

🌴 AWARDED "BEST RTD/CANNED COCKTAIL" AND "BEST PACKAGING DESIGN" AT
2023 SELTZERLAND - AUSTIN TX

🌴 AWARDED "BEST OVERALL FAVORITE" AND "FAVORITE NEW-TO-THE-SCENE" AT
2023 SELTZERLAND - DALLAS, TX

🌴 AWARDED "OVERALL FAVORITE" AND "BEST ON-SITE EXPERIENCE" AT 2023
SELTZERLAND - TAMPA FL



The Original Moms

The Mom Squad - 8 Pack Variety

Meet The Mom Squad. Karen, Julie, Linda, and Sandy are here to help you celebrate life and leave you feeling refreshed. The Mom Squad is fruit infused vodka water with no carbonation and none of the junk - these are your go to girls! Say goodbye to bloating and choose from lemon blueberry, passion fruit, blueberry peach, and coconut mango flavors.



Karen



Bold,
Daring,
Unique

Linda



Charismatic,
Playful,
Creative

Julie



Witty, Light-
hearted,
Spontaneous

Sandy



Mellow,
Chill,
Balanced

Meet The New Moms

Vacation Mode - **Coming Spring of 2024**

The Mom Squad is in Vacation Mode! Susan, Nancy, Kathy and Mary are the perfect addition to any vacation or girl's trip. The Mom Squad Vacation Mode is fruit infused vodka water with no carbonation and none of the junk - these are your go to girls! Sit back, relax and choose from Pineapple Orange, Strawberry Kiwi, Apple Melon or Blackberry Lime flavors for a refreshing drink on your next vacation.



Susan



Kind,
Passionate,
Candid

Nancy



Chatty,
Ambitious,
Sincere

Kathy



Spunky,
Authentic,
Thoughtful

Mary



Brilliant
Tasteful,
Honest

Meet The Seasonal LTO Mom

Meet Carol - your new go to for holiday spirit. Carol is Cranberry Lime Mom Water and she is clever, confident, and lively. Say goodbye to bloating with this non-carbonated, low calorie refreshing and boozy beverage. It drinks like fruit infused water with a little vodka! Aunt Carol only comes in town for the holidays!

Carol



Clever,
Confident,
Lively

The image features a white background with decorative palm fronds in the corners. The text is centered and reads:

MOMs haven't forgotten
about the DADs...

introducing



DAD WATER

FRUIT INFUSED TEQUILA WATER

COMING SPRING OF 2024

THE FACTS

INGREDIENTS:

Water. Tequila. Natural Flavor. Citric Acid.





Rodney



Gary



Steve



Tom



THE LIVE TOUR



INGREDIENTS

Water. Tequila.
Natural Flavor. Citric Acid.

FACTS

0 Carbonation. 0 Sugar.
0 Sodium. 0 Artificial Preservatives.
0 Carbs. 100 Calories. 5.25% ABV.

