

Bols

THE
WORLD'S
FIRST
COCKTAIL
BRAND

—

Belo
THE
WORLD'S
FIRST
COCKTAIL
BRAND

BRAND PROMISE

CREATE MAGIC



EMOTIONAL ESSENCE OF COCKTAILS

IT'S A KIND OF MAGIC

A close-up photograph of a cocktail glass, likely a coupe or similar short glass, filled with a golden-hued liquid. The top of the drink is covered in a thick, white, creamy foam. Three small, dark brown specks, possibly spices or garnishes, are visible on the surface of the foam. The background is dark and out of focus.

**CREATING IS
AS IMPORTANT
AS DRINKING**





THE
WORLD'S
FIRST
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BRAND



BRAND STORY

Magic. That's what it feels like when you create that special cocktail. Creating your personal piece of work as a gift to the ones you love. Feel the pride when surprising them with your magical experience.

But creating magic is not easy. That's where we come in. The World's first cocktail brand, Bols. We help you master the art of mixing ingredients to create your magical experience with cocktails.

We provide all you need to create magical cocktails: ready to enjoy cocktails, the right flavors, easy to prepare recipes and the right ideas and inspiration to be successful.

Experience the joy of creating magic with the ones you love.

Create your own magic.

BOLS SIGNATURE COCKTAILS





Bols Red Light Negroni:
Bitter-sweet & Complex



Bols Espresso Martini:
Rich & Smooth

Bols

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BRAND



Bols Margarita Azul:
Tangy & refreshing



Bols Very Old Fashioned:
Aromatic & Intense

THE WORLD'S FIRST COCKTAIL BRAND

launching
ready-to-enjoy cocktails



Bols

THE
WORLD'S
FIRST
COCKTAIL
BRAND

—
ready-to-enjoy cocktails

- Crafted according to the true bartending recipes
- All-natural ingredients, no preservatives

Available in sustainable
200ML single serve
375ML multi serve



Bols

THE
WORLD'S
FIRST
COCKTAIL
BRAND

Optimized to protect
against the elements
(Light and heat).

Making our choice to
use only natural
ingredients and no
preservatives, easier!



14.90% ABV



14.90% ABV



21.90% ABV



30% ABV



CATEGORY & BOLS COCKTAIL STRATEGY (Account, Shelf & SRP)

WHERE THE CATEGORY WAS (Ready to Serve)



- GLASS COCKTAIL WAS A VALUE PROPOSITION DOMINATED CATEGORY
- LARGE SIZE THE PREFERRED SKU
- LOOSING MARKET SHARE TOO RTD

WHERE THE CATEGORY IS GOING

SHANKEN
NEWS*Daily*



“RTS COCKTAIL
SEGMENT CAN REACH
2 TO 3 MILLION CASES
IN THE U.S. OVER THE
NEXT FIVE YEARS”

THE #1 COMPETITOR



APRIL 2021,



OTR, TRAILING 12-MONTH VOLUME WAS
APPROXIMATELY
240,000 9-LITER CASES

TARGET ACCOUNTS

National accounts



National Accounts Exclusivity for the first 6 months

Regional accounts



Independent Liquor stores



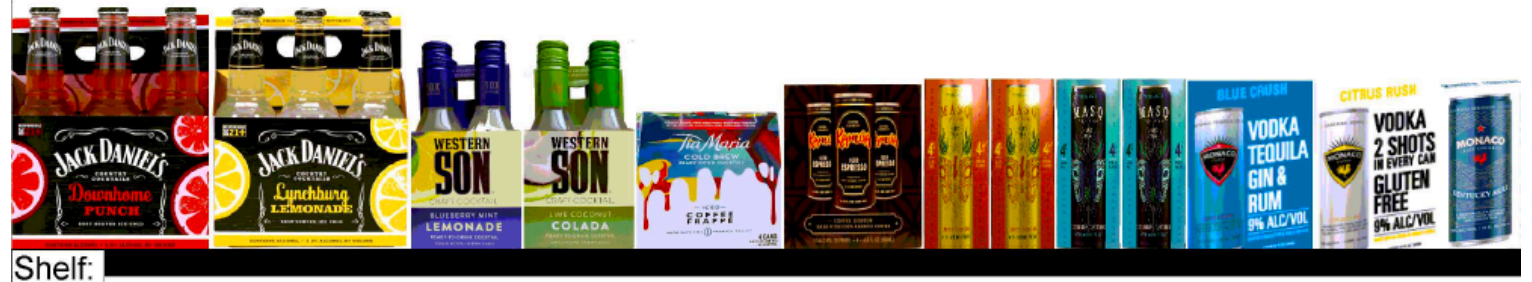
“800 Points of distribution”

IN-STORE STRATEGY

1-Premium RTS shelf



2-Counter



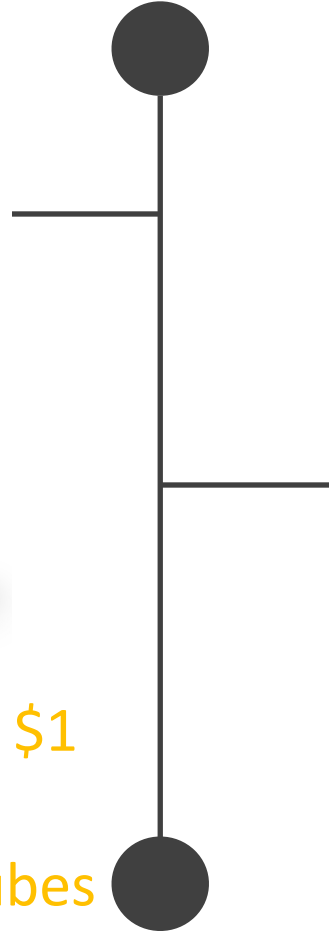
3-Floor & End-Cap display



PRICING



SRP \$6.99 or \$1
above OTR
Case of 24 tubes



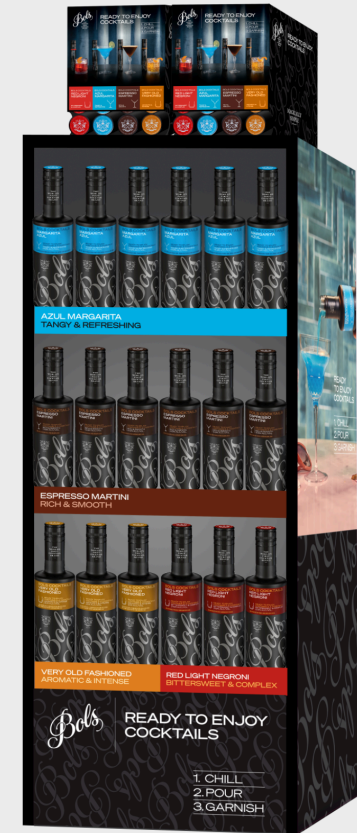
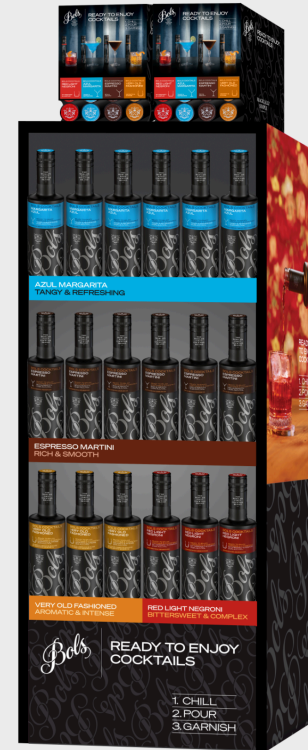
SRP \$13.99 or \$1 above
OTR
Case of 12 bottles

MAGIC COCKTAIL BOX



Counter - Cold Box - To Go Hotel
stores - Clip on Cocktail display unit
Houses 24 tubes

MAGIC COCKTAIL DISPLAY



Houses 54 bottles + add on Cocktail Box
option *No assembly required

CREATE
MAGIC

Bals

THE WORLD'S FIRST
COCKTAIL BRAND

AWARENESS

COMMUNICATION

WE BOTH KNOW THIS CONSUMER WELL

Millennial and Xennial 25 to 45
Men and woman
We've been a part of their lives for years.

The generation, that triggered the second
cocktail golden age and have mastered
the art of entertaining at home.

Combine, this two generations are
representing a 100 Million target group,
that's a lot of shaking and stirring.



Bels
THE
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BOLS MARKETING STRATEGY

Key platforms for marketing in 2021,
\$1 Million Launch campaign lead by:

Social Media

Online Influencers

Store trials

Year 1 connect with 8 Millions consumers



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DISTRIBUTION & INCENTIVE STRATEGY

DISTRIBUTOR STRATEGY

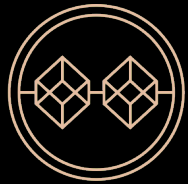
BUILD DISTRIBUTION

VIA

**A CURATED ACCOUNT GAP FOCUS LIST WITH THE BELOW BRANDS
(THIS LIST WILL BECOME YOUR MAP/BLEU-PRINT TO YEAR ONE)**

Note:

1. Those brands are chosen because they are already present in our targeted accounts
2. Our new line is an added value not a competitor to those brands
3. Bols Tubes and 375ML Cocktails direct competitor is, **On The Rocks**



ON THE ROCKS®
PREMIUM COCKTAILS



CALIFORNIA FIRST 90 DAY'S MARKET KPI'S + INCENTIVES

DISTRIBUTION GOAL FOR OND : 800 POD'S

INCENTIVE PROGRAM: (CHECK
TARGET ACCOUNT LIST)

CALIFORNIA 2122 BOLS COCKTAILS KPI'S & BUDGET

Off-P Regional Accounts

Off-Premise Independent

Convenience & Military

Target Accounts

***Depletion cases**

Target Distribution

.... NorCal

.... SoCal

***... Accounts Sold**

***Depletion cases**

**Target Distribution
& Depletions**

Convenience = ...
cases

Military = ... cases

AAFES (..)

Marine (..)

Navy (..)

***Depletion Goal
cases**

Total Depletions: ???

Total POD's: ???

CALIFORNIA 2122 BOLS COCKTAILS BUDGET

Kick Off:

TBD GSM

Samples:

Estimated Spend \$1700

Off Independent DM

AE's ON/OFF PREM

Regional Account – Distribution:

Estimated Spend \$2,700

\$100 Incentive for AE's

Total Estimated Spend:

\$4,400

Projected Depletions:

1,800 cases

**California 2122 Total
Budget \$24,000**

FLORIDA FIRST 90 DAY's MARKET KPI'S + INCENTIVES

DISTRIBUTION GOAL FOR OND : 800 POD'S

INCENTIVE PROGRAM: (CHECK
TARGET ACCOUNT LIST)

FLORIDA 2122 BOLS COCKTAILS KPI'S & BUDGET

Off-P Regional Accounts

Off-Premise Independent

Target Accounts

*Depletion cases

Target Distribution

*....Accounts Sold

*Depletion cases

Total Depletions: ???

Total POD's: ???

FLORIDA 2122 BOLS COCKTAILS BUDGET

Kick Off:

TBD GSM

Samples:

Estimated Spend \$1700

Off Independent DM

AE's ON/OFF PREM

**Florida 2122 Total
Budget \$24,000**

Regional Account – Distribution:

Estimated Spend \$2,700

\$100 Incentive for AE's

Total Estimated Spend:

\$4,400

Projected Depletions:

1,800 cases

NY FIRST 90 DAY'S MARKET KPI'S + INCENTIVES

DISTRIBUTION GOAL FOR OND : 800 POD'S

INCENTIVE PROGRAM: (CHECK
TARGET ACCOUNT LIST)

NY 2122 BOLs COCKTAILS KPI'S & BUDGET

Off-P Regional Accounts

Off-Premise Independent

Target Accounts

***Depletion
cases**

Target Distribution

***.... Accounts Sold
*Depletion cases**

Total Depletions: ???

Total POD's: ???

NY 2122 BOLs COCKTAILS BUDGET

Kick Off:

TBD GSM

Samples:

Estimated Spend \$1700

Off Independent DM

AE's ON/OFF PREM

**NY 2122 Total Budget
\$24,000**

Regional Account – Distribution:

Estimated Spend \$2,700

\$100 Incentive for AE's

Total Estimated Spend:

\$4,400

Projected Depletions:

1,800 cases

TX FIRST 90 DAY's MARKET KPI'S + INCENTIVES

DISTRIBUTION GOAL FOR OND : 800 POD'S

INCENTIVE PROGRAM: (CHECK
TARGET ACCOUNT LIST)

TX 2122 BOLS COCKTAILS KPI'S & BUDGET

Off-P Regional Accounts

Off-Premise Independent

Target Accounts

*Depletion
cases

Target Distribution

*.... Accounts Sold
*Depletion cases

Total Depletions: ???

Total POD's: ???

TX 2122 BOLs COCKTAILS BUDGET

Kick Off:

TBD GSM

Samples:

Estimated Spend \$1700

Off Independent DM

AE's ON/OFF PREM

Regional Account – Distribution:

Estimated Spend \$2,700

\$100 Incentive for AE's

Total Estimated Spend:

\$4,400

Projected Depletions:

1,800 cases

**TX 2122 Total Budget
\$24,000**

MI FIRST 90 DAY'S MARKET KPI'S + INCENTIVES

DISTRIBUTION GOAL FOR OND : 800 POD'S

INCENTIVE PROGRAM: (CHECK
TARGET ACCOUNT LIST)

MI 2122 BOLS COCKTAILS KPI'S & BUDGET

Off-P Regional Accounts

Off-Premise Independent

Target Accounts

***Depletion
cases**

Target Distribution

***.... Accounts Sold
*Depletion cases**

Total Depletions: ???

Total POD's: ???

MI 2122 BOLS COCKTAILS BUDGET

Kick Off:

TBD GSM

Samples:

Estimated Spend \$1700

Off Independent DM

AE's ON/OFF PREM

Regional Account – Distribution:

Estimated Spend \$2,700

\$100 Incentive for AE's

Total Estimated Spend:

\$4,400

Projected Depletions:

1,800 cases

**MI 2122 Total Budget
\$24,000**