



**BUSINESS SUMMARY:** Designed for everyday relaxation, Proposition Cocktail Co. launched its first line of ready to serve non-alcoholic, adaptogenic “cocktails” in April 2019.

**MANAGEMENT:** The founder and CEO, John Korkidis, is a seasoned performance marketing professional with a proven track record of developing customer acquisition and brand awareness campaigns for venture-backed startups in the Bay Area. John is also a renowned cannabis industry mixologist and the owner of @ChronVivant, a popular cannabis beverage platform.

**TEAM:** Proposition Cocktail Co. is supported by a wealth of knowledge and expertise in sales and distribution (Red Bull and Danone Waters); operations and supply chain strategy (Anheuser Busch); finance and corporate relations (Big Rock, Bank of America, Ebay, Brazilian Ministry of Finance).

**PROBLEM:** Proposition’s stressed out consumers are looking to relieve the pressures of their increasingly hectic lives and are searching for healthy ways to feel good without missing out.

**PRODUCTS:** The company currently produces two “better-for-you” non-alcoholic adaptogenic cocktails containing a 15mg hemp extract: *Turmeric Ginger Mule* and *Smokey Margarita*, with a *Bitter Aperitif* sku launching later in 2019. Proposition’s products are all-natural and made from ethically sourced botanicals, fruits, and herbs found in modern craft cocktails.

**TARGET MARKETS:** On-trade: restaurants, cocktail bars, cafes; Off-trade: convenience, fast-casual takeaway, natural food stores, grocers, wellness retailers, boutique hotels partnerships; On-tap: festivals, concerts, after-hours; D2C: online channels, subscription, events, and collaborations.

**CUSTOMERS:** Stressed-out millennials and the “canna/sober-curious” | Ages 26 to 36. This largely educated, fashionable, and health-conscious consumer class is turning to our plant-based products to deliver functional benefits, stress relief, and a sense of well-being.

**COMPETITORS:** Aecorn Aperitifs, Kin Euphorics, Curious Elixirs, Altina, Mingle Mocktails, Monk

**COMPETITIVE ADVANTAGE:** “Better-for-you” alternatives. Less calories than traditional alcoholic cocktails. Ready to serve “social lubricant” free of: GMOs, Gluten, Yeast, Soy, Dairy, MSG, Wheat, or Alcohol. Our hemp extract line is made with specially selected US Farm Bill Complaint hemp extract. We have superior emulsion, stability and bioavailability. (COAs & 3rd party testing).

**PREVIOUS PARTNERSHIPS & COLLABORATORS:** Meadowlands, Somatik, Potli, Hi-Fi Hops, Kikoko, Sava, Big Rock, Taylor & Tess, Plant Magic, BevNET, Papa & Barkley, California Dreamin.

**CONFIRMED PARTNERSHIPS:** Sunday Goods custom flavor and label collaboration with ongoing purchase orders and continued experiential consumer event marketing alignment.

**TENTATIVE PARTNERSHIPS:** Barneys Beverly Hills Cannabis Lounge, Playboy, Standard Hotel.

**FUNDING SOUGHT:** Seed capital of \$750k for production and flavor expansion, sales and marketing hires, and advertising to expand our reach and significantly grow our sales.

**For more information, please reach out to [info@propositioncocktail.co](mailto:info@propositioncocktail.co)**