NIRVANA

Building the Next Premium Beverage Platform

$750,000 Strategic Growth Round | 12–18 Month Commercialization Plan

The product is validated. Now we build the commercial engine.

The De-risked Asset

- Differentiated product formula
- Established premium positioning
- Verified third-party awards
- Proven DTC repeat behavior

The Objective

The primary constraint is no longer consumer desire. The next stage requires institutional infrastructure:

- Dedicated field sales
- Independent beverage brokers
- Scalable three-tier distribution
- Institutional financial planning

Capturing the structural white space in premium RTD. diagnostic matrix.

Standard Hard Seltzers	Traditional RTD Cocktails	Nirvana (Functional Indulgence)
• Base Liquid Malt/Sugar	• Base Liquid Singular spirits	• Base Liquid Premium Spirits + Coconut Water
• Consumer Intent Cheap volume	• Consumer Intent Occasional indulgence	• Consumer Intent Hydration + Celebration
• Drawback Artificial taste, crash-inducing	• Drawback High sugar, heavy, singular occasion	• Drawback None
• Margin Profile Low	• Margin Profile Moderate	• Margin Profile **Premium Unit Economics (30%+ retail)**

Engineered for margin expansion and premium retail velocity.

Product Specifications

Nirvana "Chill"
- Strawberry Lemonade + Premium Vodka
- 5% ABV
- 12 oz sleek can

Operational Edge

Service & Storage
- Serve chilled
- No batching or preparation required
- Shelf-stable standard cold storage

Financial Economics

Unit Economics
- Distributor Case: $59–$69
- Unit Cost per 4-Pack: ~$9.80–$11.50
- Suggested Retail Price: $13.99–$15.99

Designed from inception to support 30%+ retail margin without batching or preparation required.

Unquestionable consumer validation and audience capture.

Loved It

100% 5-star ratings at major food & wine festivals with blindly validated flavor profile

Joined Nirvana Circle

Converting trial participants into long-term, first-party data brand relationships

Anywhere Occasion

Signaling relevance across home, events, travel, and premium hospitality

Backed by a Gold Medal from RTD Magazine for professional tasting.

The Florida Proving Ground prioritizes depth over geographic vanity.

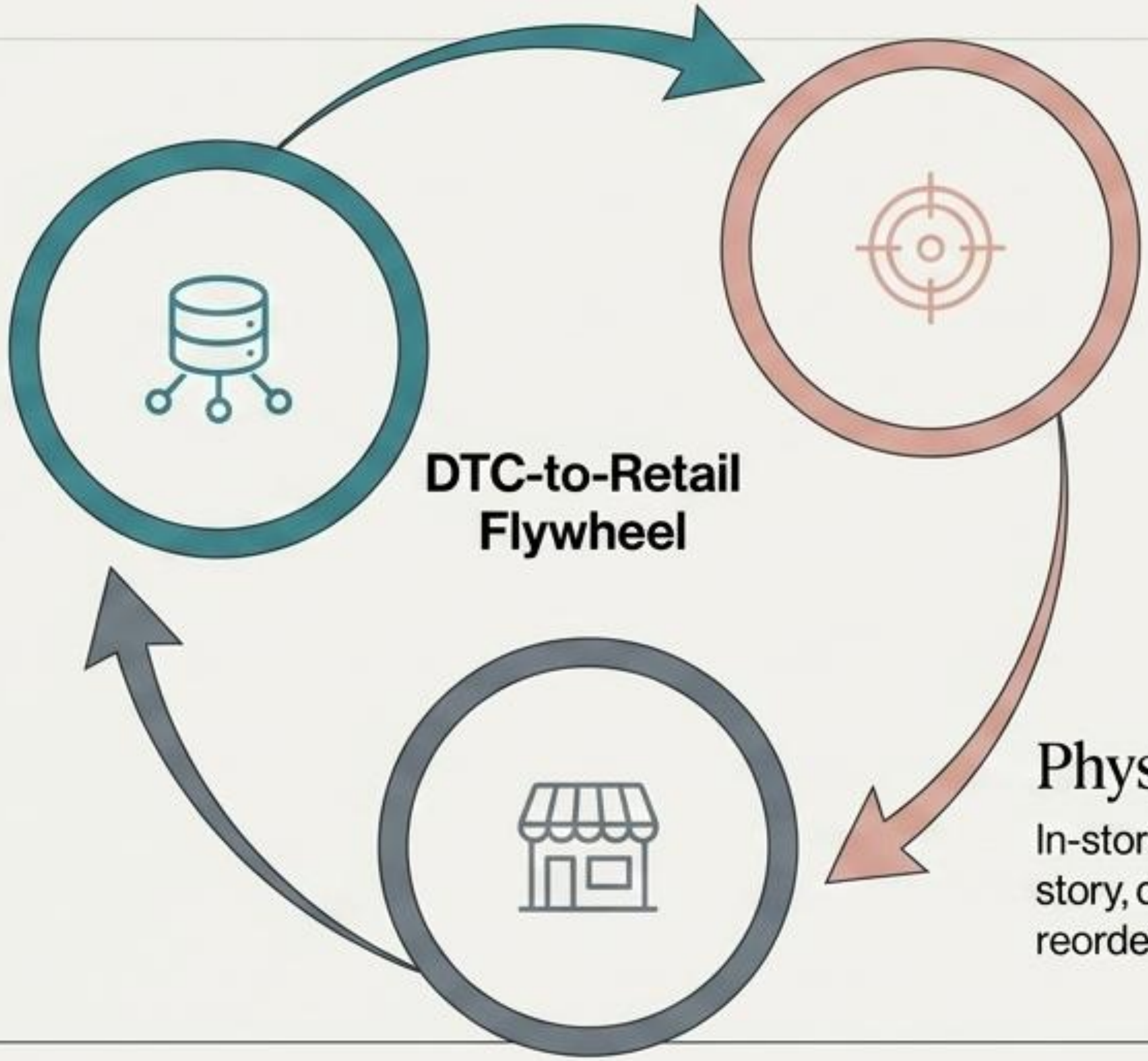
Core Strategy

Florida represents the ultimate validation market for RTD. It boasts America's #1 tourism velocity, a dense premium hospitality ecosystem, and year-round warm-weather occasions.

Execution Focus

Achieving deep, localized velocity in target metros before deploying capital for out-of-state expansion. We scale what works.

Engineering retail velocity through brand-funded DTC demand



First-Party Data

In-store 'buy local' conversions feed our owned audience, allowing us to retarget and earn wider regional placement.

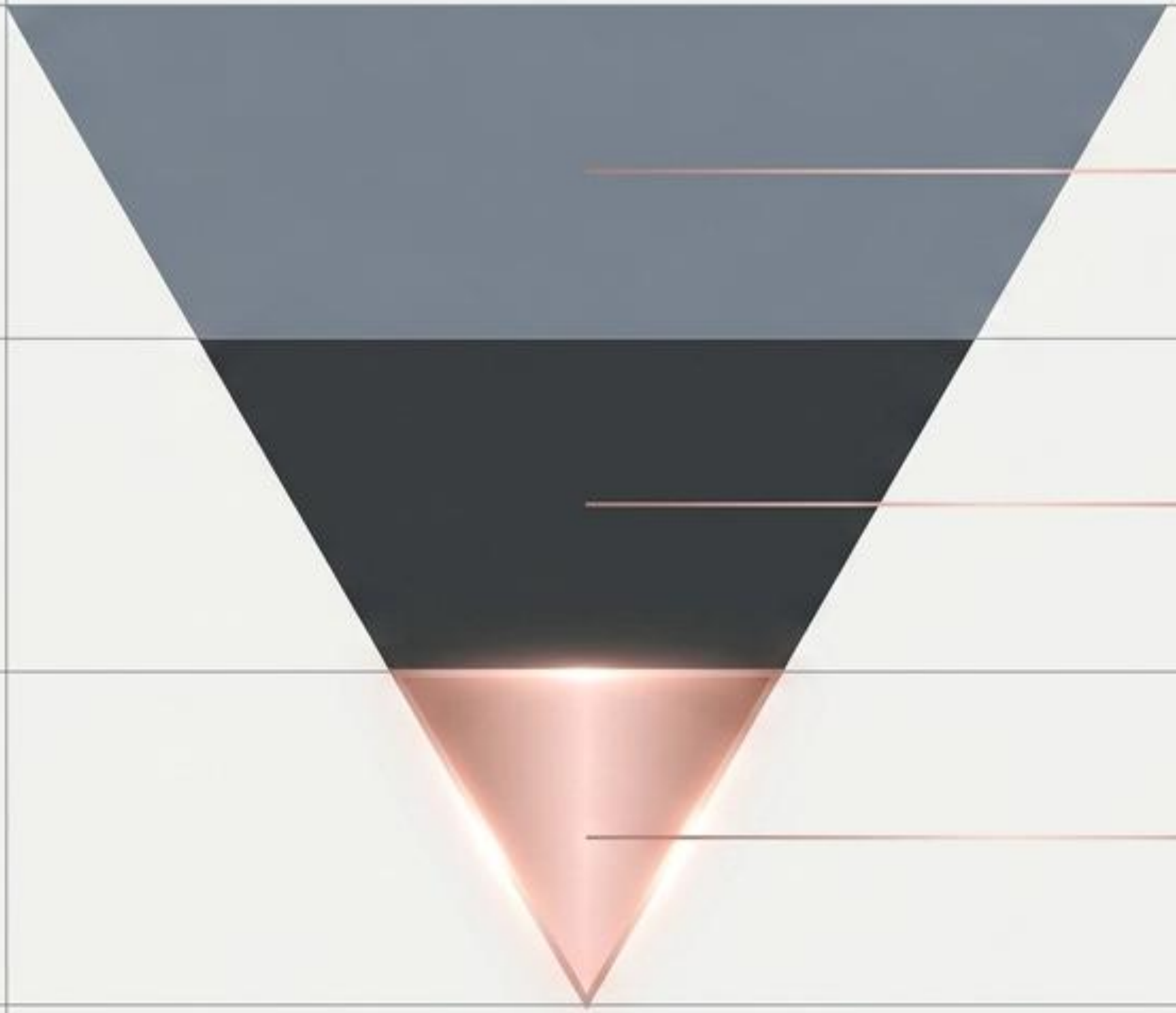
Digital Awareness

Deploy geo-targeted DTC media strictly around specific Total Wine, ABC Wine, ABC, and Target pilot locations.

Physical Retail

In-store traffic converts on a clean shelf story, driving initial velocity and mandatory reorders based on data, not hype.

A highly executable path tied directly to attainable market share.



TAM: $46.8M

Florida Wholesale Opportunity
The theoretical ceiling for premium RTD across all in-state channels.

SAM: $15.9M

24-Month Reachable Market
Constrained responsibly by geography, team capacity, and current distribution reach.

SOM: $2.1M

Run-Rate Target (12–24 Months)
The near-term executable footprint. Capital is tied strictly to this SOM execution.

The 12–18 Month Execution Blueprint: Prove, Scale, Institutionalize

Months 0–12

PROVE

- Validate velocity across hospitality/retail.
- Establish field-sales coverage in 5 Florida regions.

Target: $2.1M run-rate.

Months 12–24

SCALE

- Multi-channel penetration.
- Activate distributor relationships.
- Introduce new SKUs.

Target: $15.9M revenue potential.

Months 24–36

INSTITUTIONALIZE

- Deploy the adjacent-state playbook.
- Build robust FP&A and supply-chain ops.

Unlock $25M+ growth path and prepare for Series A.

Portfolio depth acts as a direct revenue multiplier.

1 Current Market Catalyst

Chill (Vodka + Strawberry Lemonade) — Proving the brand concept and establishing distribution channels.

2 The Pipeline

Awaken (Tequila + Spicy Watermelon) & Bliss (Rum + Pineapple Lime).

3 Commercial Impact

Expanding the portfolio increases buyer close rates, captures distinct spirit bases, commands stronger retail shelf blocking, and secures national chain viability.

The $750,000 Strategic Growth Round.

This is a 12–18 month commercialization bridge.
We are not raising this capital to replace future institutional financing.

The Objective: This capital installs the professional sales, distribution, and operational infrastructure required to earn our next round at a significantly stronger enterprise value.

Capital allocation is strictly tied to removing growth constraints.

40% **Production & Inventory**

Removing supply constraints by scaling production to meet hospitality/retail demand.

30% **Sales & Activation**

Installing field sales coverage, retail execution, and independent beverage brokers.

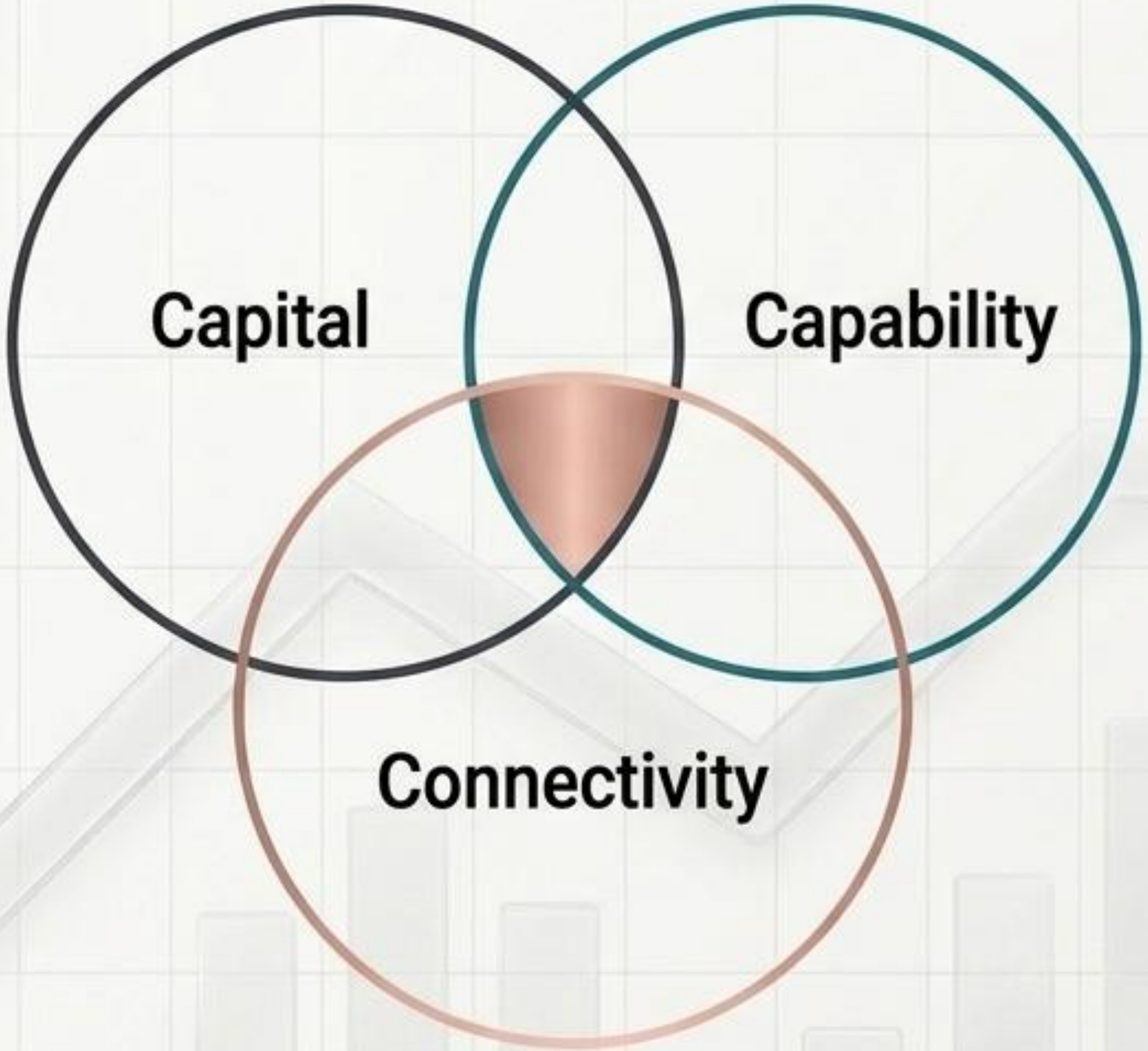
20% **Brand & Demand**

Deploying geo-targeted conversion spend and DTC-to-retail pilot support.

10% **Operating Infrastructure**

Upgrading systems, FP&A reporting, compliance, and Series A preparation.

The Ideal Investor brings Capital, Capability, and Connectivity.



We are intentionally building a cap table that can **accelerate enterprise value—not simply finance inventory.**

Seeking 2–4 strategic investors ($100K–$250K target, up to $500K anchor) who actively contribute:

- 3-tier distribution expertise
- Retail buyer relationships
- Hospitality network access
- Supply-chain optimization

Passive money is secondary.

Engineering the metrics that strategic acquirers require.

Brand Loyalty
Measurable repeat purchase.

Velocity
Documented consumer pull.

Cultural Relevance
Independent of distribution scale.

Distribution
Scalable commercial playbook.

Margin Path
Expansion from 44% to 62%.

Portfolio Depth
Occasion expansion across spirits.

We are engineering the asset that strategics like Diageo and Constellation acquire.

Let’s build the commercial engine behind the world’s finest RTD.

Request definitive documents and institutional data room.

Ingrid Smith, Founder & CEO
Ingrid@drink-nirvana.com
www.drink-nirvana.com