# BARSMITH

EST. 14

## THE PREMIUM HOME BAR PROGRAM

### what it is

A complete cocktail system for home.
Real ingredients, elevated presentation,
zero shortcuts.




### why it wins

- ☑ Real citrus, cane sugar, clean labels
- ☑ Dehydrated citrus reduces waste, looks great, and lasts longer
- ☑ Strong velocity when merchandised outside the mixer aisle




### how to sell it

- ☑ Focus on secondary placement
  - ❋ Clip strips with dehydrated citrus near spirits
  - ❋ Cocktail moments near endcaps, not buried in mixers
- ☑ Easy trade up and add on at shelf




**BARSMITH TURNS A REGULAR BOTTLE INTO A REAL COCKTAIL MOMENT**

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## NON-ALCOHOLIC

# READY TO DRINK BEVERAGES

### THE NEXT GENERATION OF NON-ALC COCKTAILS

## *what they are*

Premium non-alcoholic cocktail RTDs designed for flavor first, with added functional benefits - no alcohol, no compromise.




## *what makes them different*

- ☑ Built like real cocktails, not soft drinks
- ☑ Crafted with functional ingredients such as L-Theanine, Lemon Balm, and Magnesium
- ☑ Balanced, adult flavor profiles without artificial sweetness

## *how to sell them*

- ☑ Sell the **occasion**: weekday wind down, socializing without alcohol, better for you choice
- ☑ Merchandise with premium mixers or adult N/A sets - not soda
- ☑ Ideal for consumers trading between full proof, low proof, and no proof




## *how to win at the shelf*

- Lead with moments, not SKUs
- Ask for secondary placement every time
- Use Barsmith as the add-on and Standard Proof as the anchor
- Consistent message = consistent pull

**ALL THE COCKTAIL EXPERIENCE**
**NONE OF THE ALCOHOL**