BARSMITH

BRAND OVERVIEW | 2026

A COMPLETE COCKTAIL PLATFORM BUILT TO SCALE

Mixers, garnishes and functional non-alcoholic cocktails

Barsmith makes bar quality cocktails easier to build, finish and serve



THE PLATFORM

MIX. FINISH. SERVE.

Barsmith serves the complete cocktail occasion across three complementary categories

1 **MIXERS + BAR ESSENTIALS**

Bar quality cocktails without complicated preparation

2 **COCKTAIL GARNISHES**

Premium finishing touches for retail and on premise

3 **FUNCTIONAL NON-ALCOHOLIC COCKTAILS**

A lighter way to sip, relax and unwind

ONE BRAND | THE COMPLETE COCKTAIL OCCASION

BARSMITH



COMMERCIAL PROOF

RETAIL ACCEPTANCE IS ESTABLISHED

Barsmith has good velocity, distribution and account base of a scaled national platform

300K+
ANNUAL CASES

20K+
POINTS OF DISTRIBUTION

80+
NATIONAL + REGIONAL CHAIN ACCOUNTS

TOP 10 U.S. MIXER BRAND **#1 OLD FASHIONED MIX**

+17.3% 52 WEEK GROWTH

SELECT PARTNERS | TOTAL WINE • KROGER • PUBLIX • ALBERTSONS • HEB • MEIJER • ABC

Nielsen, 52 weeks ending June 13, 2026. Internal company data for cases, distribution and account counts.



MIXERS + BAR ESSENTIALS

CATEGORY LEADERS WITH EVERYDAY VALUE

A broad portfolio gives shoppers an easy entry point and a reason to trade up

#1 OLD FASHIONED MIX

#1 INDEPENDENTLY OWNED SIMPLE SYRUP

#2 DIRTY MARTINI MIX

12.7 OZ | $5.49 SRP **32 OZ | $8.49 SRP**



COCKTAIL CITRUS + GARNISH

FINISHING TOUCHES THAT GROW THE BASKET

Premium garnishes add visual impact, simplify execution and increase the value of the cocktail occasion



DEHYDRATED CITRUS

Six retail flavors | $9.99 SRP

New 3 Pack | $12.99 SRP

FOODSERVICE FORMATS

Half kilo citrus packs | $55 SRP

CHERRIES + OLIVES

Luxury formats from $15.99 | Core line $7.99



FUNCTIONAL NON-ALCOHOLIC COCKTAILS

A COMPLETE FOUR SKU RTD PLATFORM

Three classic cocktails plus a discovery driving variety pack



MARGARITA



PALOMA



SPRITZ



VARIETY SIX PACK

35	CALORIES	NO	ALCOHOL	150 MG	FUNCTIONAL BLEND*	8 FL OZ	PER CAN

EARLY VALIDATION

ZERO PROOF GOLD SPRITZ

MADE IN THE SOUTH FINALIST PALOMA

BEVNET CATEGORY LAUNCH

*50 mg each L Theanine, magnesium and lemon balm

CLEAN LABEL | NO HFCS • NO ARTIFICIAL COLORS, FLAVORS OR PRESERVATIVES • GLUTEN FREE • NON GMO



PROMOTIONAL PROOF | PUBLIX

PROGRAMS THAT DRIVE VISIBILITY AND TRIAL

Barsmith supports the shelf with clear cocktail occasions, seasonal programming and account specific assets

1 **QUARTERLY PROMOTIONS**

Programming built around key cocktail occasions

2 **DIGITAL + IN STORE STORYTELLING**

Simple recipes turn ingredients into a complete serve

3 **RETAILER SPECIFIC EXECUTION**

Creative and offers aligned to each account calendar

NATIONAL DISTRIBUTION

BUILT FOR NATIONAL SCALE

Broad retail access is already in place, with beverage alcohol coverage expanding across key markets



20K+

POINTS OF DISTRIBUTION

80+

CHAIN ACCOUNTS

11

STATES WITH BEVERAGE ALCOHOL DISTRIBUTION

GROCERY ACCESS | KEHE + UNFI

BARSMITH

BUILT FOR WHAT'S NEXT

A PLATFORM WITH ROOM TO GROW

CORE MIXERS

Deepen category leadership

GARNISHES

Expand basket and impulse

FUNCTIONAL NA

Open new drinking occasions

Barsmith is built to scale across retail, beverage alcohol and on premise

