

SELTIC

P R E M I U M C O C K T A I L S





Mission

Welcome to SELTIC, a premium, ready-to-drink canned cocktail brand.

SELTIC offers a line of canned (RTD) cocktails that are made with the finest ingredients and expertly crafted to deliver a perfect balance of sophistication and enjoyment.

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Problem & Solution

Cocktails are inconvenient

SELTIC can be sold in places where traditional mixed drinks are not served or allowed. Such as at concerts, public parks, beaches, and more.



Drinks are expensive

SELTIC is a cost-effective option for consumers who want to enjoy a mixed drink without the need to purchase multiple bottles of spirits or mixers.



Making drinks takes time

Our Ready-to-drink canned cocktails offer a convenient and time-saving option for consumers who want to enjoy a mixed drink without the need to mix ingredients or acquire bartending skills.

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Premium

Ingredients

SELTIC was founded with the belief that everyone should be able to enjoy high-quality cocktails anytime, anywhere.

We use only the finest spirits, freshest juices, and natural flavors to create our cocktails.

No artificial additives or preservatives!



Unique & Desirable Flavors

From our most classic formulations like Rum & Cola, to our more unique cocktails such as Tequila Soda and Moscow mule, there is something for everyone.

→



Convenient Packaging

Our packaging is eye-catching and modern, with bold colors and unique designs that help us stand out against competitors.

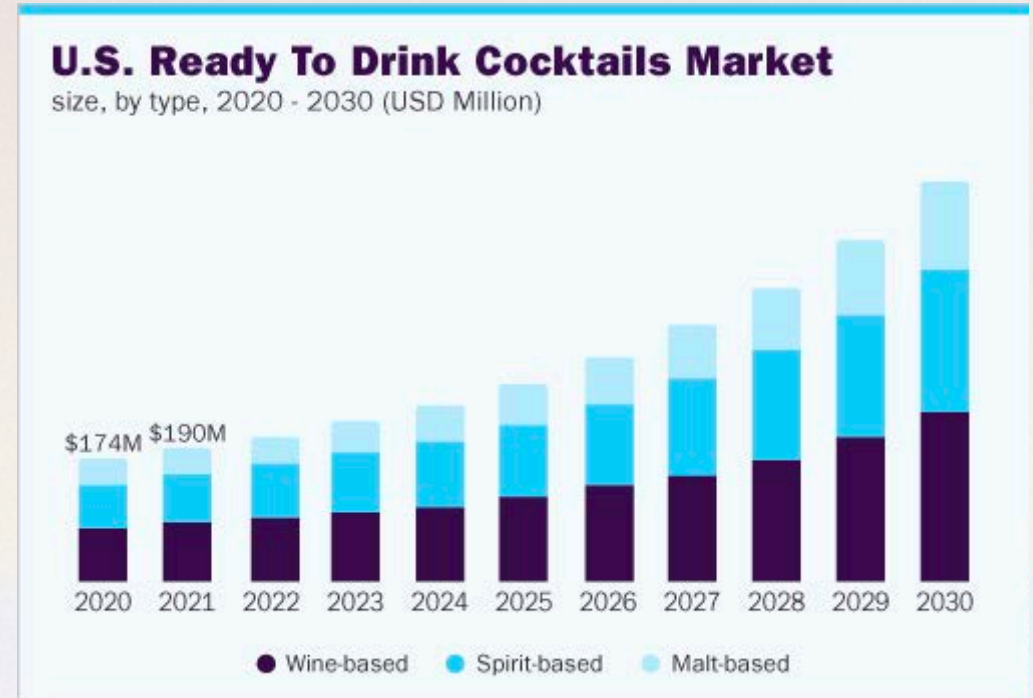
Each can will contain a single serving of our premixed cocktail, making it easy for consumers to enjoy a craft cocktail on-the-go.



Market Analysis



The global ready to drink cocktails market size was valued at USD 782.8 million in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 13.4% from 2022 to 2030.



Growing demand for flavored drinks with low alcohol content due to the rising health concerns is anticipated to drive the market over the forecast period. The canned segment is anticipated to expand at the fastest CAGR of 13.9% from 2022 to 2030.

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Business Model

Phase I

Online Shopping Experience &
Digital Marketing



Leverage social media

To build our community and brand, we need to be where our audience is and for now, that's on social media.



Direct - to - Consumer via online shopping

To date, 44 states have filed legislation to make cocktails to-go permanent, and many more bills are expected.



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Business Model

Phase II

Sales & Marketing



Domestic Shipping

We provide domestic shipping for our customers, making it easy for them to enjoy our cocktails wherever they are. With SELTIC, consumers can save time and money while still having a great drinking experience.

Experiential Marketing

With a focus on events, we create partnerships with event planners and promoters to distribute and sample our product at live events.

Social Media Marketing

Use social media platforms like Instagram, Facebook, and Twitter to promote our brand and products. This can include posting product videos and information, running social media ads, and interacting with followers. We will build our community and meet demand prior to partnering with bars & restaurants.

Affiliate Marketing

Partnering with other websites and influencers to promote our products in exchange for a commission on sales. This helps us reach a wider audience that is already a part of established communications.

How We're Going to Win (~18-month timeline)

Direct to Consumer

Bring our story to social media, driving brand awareness and traffic to our website.

Growing Demand

Establish event and field sales teams in SF, LA, NY, Miami, and Seattle.

Innovation

Scale to over 10x our current production capacity, over 500k cases per year.

Become leaders in

craft canned cocktails

Build our community and meet demand prior to shipping to bars & restaurants.

LA expansion

Expand LA location into a 150 - person tasting room and 4,000 sq ft production facility.

Current Progress



Demand Outpaces Supply

Market demand for SELTIC canned cocktails currently outpaces our ability to produce and distribute. We are currently unable to budget enough.



2023 Event Boom

After plummeting due to COVID - 19, experts in the industry are predicting a boom for events in 2023. Weddings alone are expected to double.



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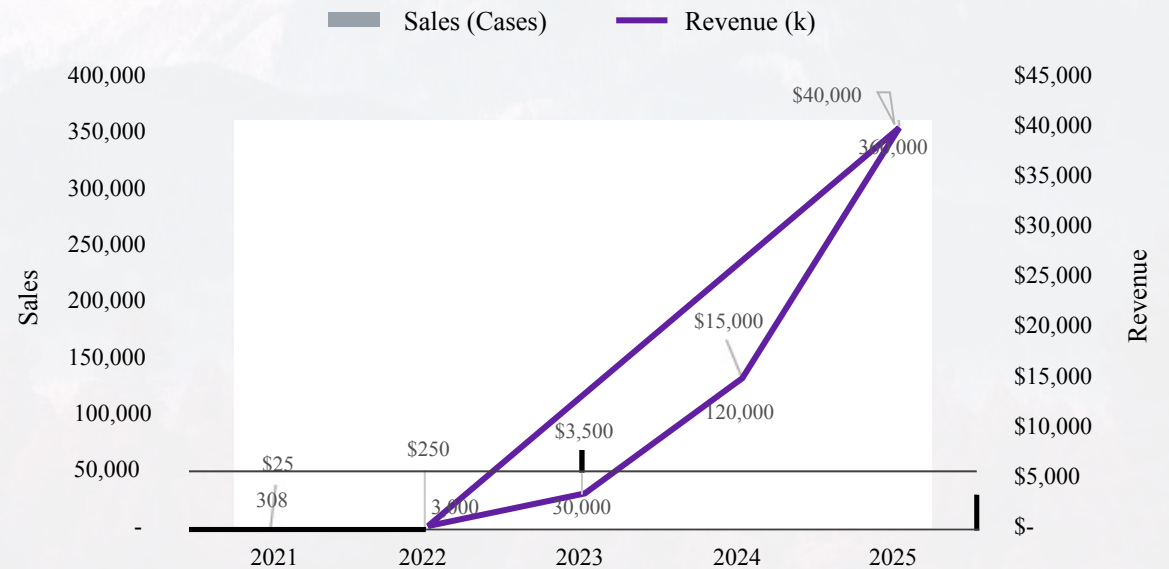
Financial Projections:

We project that SELTIC will generate \$400k in sales in our first year, with a margin of 40%.

This will allow us to recoup our initial investment and begin to generate a profit.

As we continue to grow and expand our distribution, we expect to see a corresponding increase in sales and profitability.

Sales and Revenue. Financials.



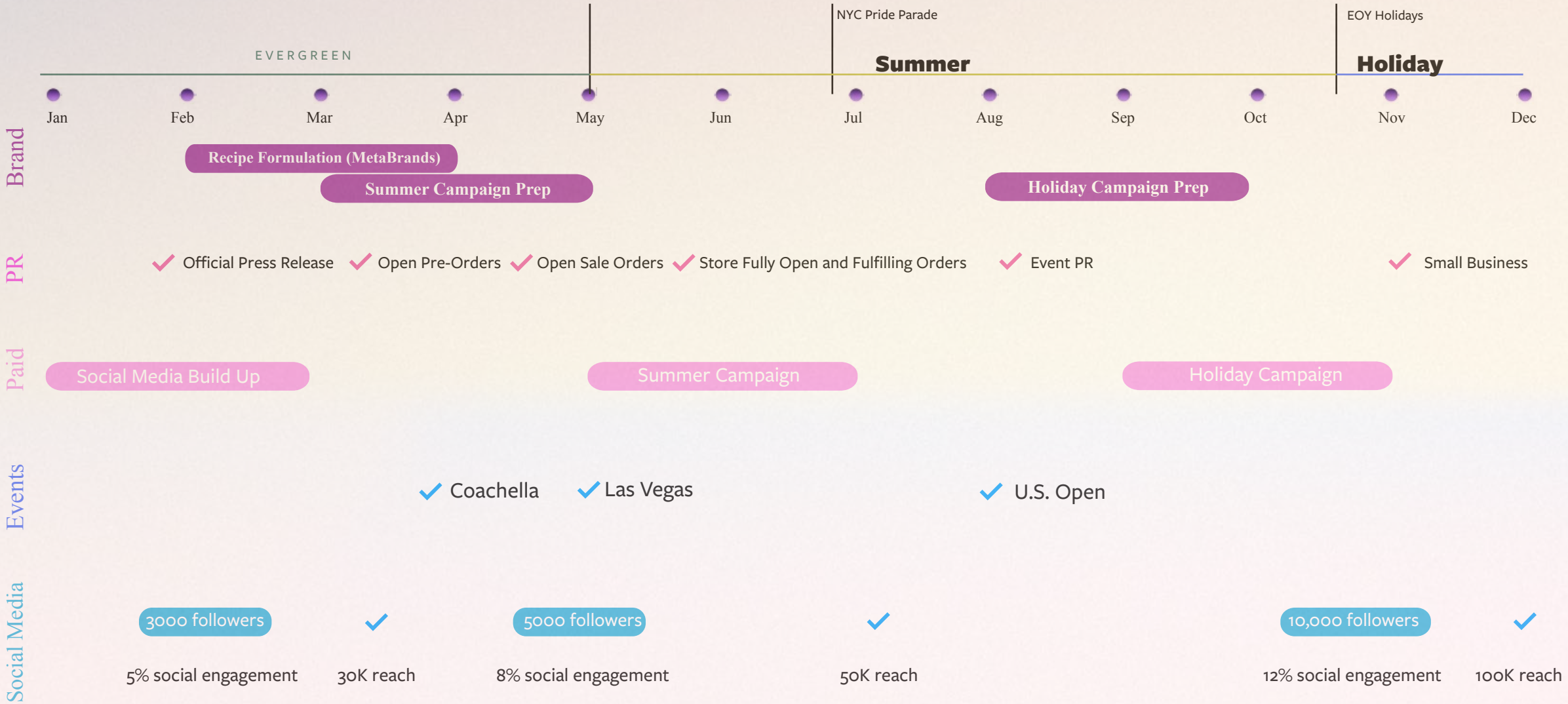
Lucas Traina - CEO

A 3x Founder, with one successful exit, Lucas Traina is an experienced investor with a plethora of Fortune 500 experience. He currently holds an extensive portfolio various pre-seed and seed investments. He is a published author and researcher. Lucas has won several awards and is also a Forbes 30-Under-30 candidate.

With Lucas at the helm of Seltic Beverages, anything is possible.



Go to Market Milestones

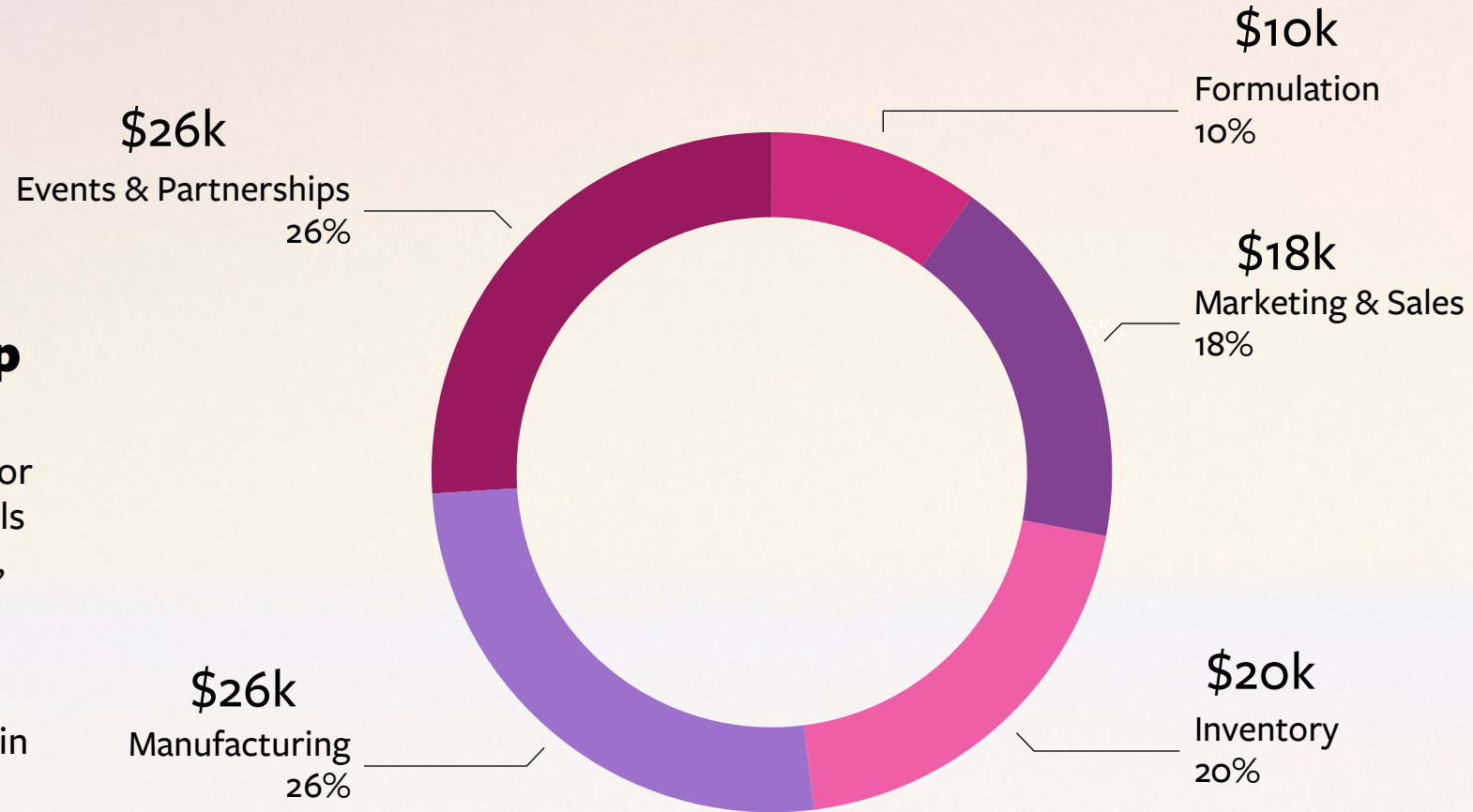


Equity & Use of Funds

100k for a 15% SAFE | \$1MM Cap

SELTIC is poised to meet the growing demand for convenient and delicious ready-to-drink cocktails among young professionals that enjoy concerts, sports matches, and local events.

With a strong marketing and sales strategy and high-quality product offering, we are confident in our ability to successfully launch and grow our brand.



Additional Products



Additional Flavors

More flavors on the way.



Apparel & Merchandise

SELTIC branding promotional products



Events & tastings

Private tastings and events to celebrate good times

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Thank You

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Appendix

Online Shopping States

