



TEARS OF MY FUCKING ENEMIES

Venture Information Document

This document introduces a new venture opportunity within the Redefine community. It explains the core concept, provides a rough vision of what needs to be built, and describes our approach to turning this idea into a validated business. Nothing here is set in stone. The venture will be shaped by the contributors who join and the insights we gather along the way.

THE MISSION:

BUILDING A MIRACLE BERRY VENTURE

Tears of My Fucking Enemies is a provocative miracle berry cocktail product targeting Dutch nightlife venues and bartenders. The venture uses miracle berry tablets containing miraculin, a natural glycoprotein that temporarily transforms sour flavors into sweet, creating an unexpected and memorable drinking experience. When a person dissolves a miracle berry tablet on their tongue and then drinks a traditionally sour cocktail, the acid receptors are blocked and sweet receptors activated. A lemon-heavy cocktail that would normally make you wince suddenly tastes like sweetened lemonade. This transformation lasts approximately 30 to 60 minutes, enough time for 2 cocktails.

MIRACLE BERRIES: A BRIEF HISTORY

The miracle berry (*Synsepalum dulcificum*) is a small red fruit native to West Africa, used for centuries to sweeten sour foods. The berry contains miraculin, a glycoprotein that binds to taste receptors on your tongue. On its own, miraculin has no flavor. But when you eat something acidic, it activates sweet receptors instead. A lemon tastes like lemonade. Vinegar tastes like apple cider. The effect lasts 30 to 60 minutes.



Today, miracle berries are sold as novelty products: freeze-dried tablets for "flavor tripping" parties. Brands like Mberry and Miracle Frooties dominate online retail, positioning the product as a curiosity. No one has built a premium brand for professional hospitality or nightlife. That gap is the opportunity.

ENVISIONING THE PRODUCT

Picture a cocktail bar on a Friday night. A bartender slides a small, elegantly packaged sachet across the counter. The guest dissolves the tablet, sips an impossibly sour cocktail, and their face shifts from anticipation to disbelief to delight. Friends watch. Someone pulls out a phone. The video gets posted before the second round arrives. The transformation moment is inherently shareable: dramatic, surprising, impossible to fake. Every first-time experience is potential content. Every table that orders becomes a live demonstration for tables nearby. We have creative freedom across every dimension. Shape: teardrop, skull, something unexpected. Color: black tablets, gold dust, UV-reactive. Taste: flavor notes that complement specific cocktails. Packaging: premium, designed to be photographed. The opportunity is to build something that does not exist: a miracle berry product designed for professional hospitality, with branding bold enough to cut through the noise.

MARKET OPPORTUNITY

The Dutch cocktail bar scene is growing, with Amsterdam hosting hundreds of venues competing for differentiation. Premium experiential offerings command higher prices and generate social media content that drives organic marketing. Current miracle berry products focus on novelty retail. None target professional hospitality with bartender-specific formats, training, or B2B sales.



Known challenges

- **EU Novel Food status:** Miraculin requires authorization before legal sale. Baïa Food holds exclusive authorization until December 2026.
- **Food additive classification:** Formulation may trigger additional regulatory requirements.
- **Distribution restrictions:** Legal sale requires partnership with authorized producer, waiting for exclusivity expiration, or accepting enforcement risk.

Production Strategy Options:

- **Baïa Food partnership**
Licensing, white-label, or wholesale. Cleanest legal path but creates dependency.
- **Own authorization**
Apply after December 2026. Longer timeline but full control.
- **Import and repackage**
Source from authorized suppliers, create our own branded experience.
- **Contract manufacturing**
Partner with a food production facility for formulation and packaging.

BUILDING THIS VENTURE

Product Design

- **Ingredient composition:** miraculin source, binding agents, flavor compounds
- **Shape and form:** tablet, teardrop, custom mold, dissolvable strip
- **Delivery mechanism:** sachets, boxes, blister packs, premium containers
- **Serving ritual:** how bartenders present it, how guests consume it

Pricing Strategy

- **Competitor benchmarking:** Flügel €3-4, B52 shots €5-7. Where does transformation sit?
- **Channel pricing:** D2C retail, wholesale to venues, event packages. Volume discounts
- **Combination offerings:** Cocktail + TOMFE bundles, signature "Tears cocktails,"

Distribution Channels

- **Direct venue sales:** High touch, slow scale, strong feedback.
- **Hospitality distributors:** Faster scale, margin compression.
- **Online D2C:** Higher margins, requires marketing spend.
- **Events:** High visibility, inconsistent revenue

Marketing:

- **Brand identity:** Name, logo, visual language, tone of voice.
- **Content:** Transformation videos, bartender spotlights, behind-the-scenes.
- **PR angle:** The science, the nightlife disruption, the branding story.

HOW WE WORK

Every Thursday, contributors from the Redefine community gather to work on the venture.

These are focused sessions where real progress is made. To participate, you need to let Redefine know you will be present so tasks can be prepared for your role. The day before, you receive specific instructions: deliverables, dependencies, and resources needed.

Sessions are structured in rounds with parallel workstreams. Architects focus on strategy and business foundations. Imagineers handle creative and go-to-market work. The Pool of Experts contributes specialized skills. Foundational work informs execution work within the same day.

Skills we need in the early phase

- **Business strategist** Making strategic business decisions
- **Product prototypers**: Iterate on tablet formulations and packaging
- **Experience designers**: Brand strategy, unboxing, ritual design
- **Street salespeople**: Pitch bartenders, gather feedback, handle rejection
- **Brand ambassadors**: Run tastings, work events, represent the product
- **Content creators**: Document reactions, build the brand story
- **Analysts**: Track learnings, structure go/no-go decisions

INVESTMENT MODEL

Tears operates through an equity-for-contribution model. Both time and money can be invested, treated equally in calculating ownership. Your contribution multiplied by its value equals your invested value. Your ownership percentage is your invested value divided by total invested value across all contributors.

Time Investment

Hours worked multiplied by your hourly rate. Example: 10 hours at €100/hour = €1,000 invested value. If total invested value is €10,000, you own 10%.

Financial Investment

Cash is only accepted for specifically allocated purposes: prototype materials, pilot samples, event costs. Money is added to total invested value at face value with no interest. €500 for prototypes = €500 invested value, same as 5 hours at €100/hour. Time and cash dilute equally and convert to shares under the same conditions.

Key Terms

- Equity exists initially as contracts, not legal shares
- Conversion to shares after 2+ months break-even AND legal entity incorporation
- Ownership adjusts as new contributors join

KEY CHALLENGES

Beyond the regulatory landscape covered above, execution carries its own risks.

Regulatory Execution

- Baïa Food has no obligation to partner. We need backup plans.
- Compliance requires proper documentation, labeling, traceability.
- Enforcement varies. Scaling requires clean compliance.

Operational Risks

- Single supplier dependency means disruption stops the venture.
- Miraculin potency varies. Inconsistent experiences kill word-of-mouth.
- Lead times require planning. Running out during a successful pilot is preventable.

Market Risks:

- Novelty fatigue: Does it hold up on the third visit?
- Bartender adoption: If it feels like extra work, it dies at point of service.
- Price sensitivity: Will people pay a premium? Validation must test this.

VALIDATION STRATEGY

Before scaling, we need to answer: is there real demand? Validation focuses on prototyping and testing with pilot bars.

Research Questions

- Do bartenders see value in offering taste transformation experiences?
- What price point will consumers pay?
- Does novelty drive repeat purchases or fade?
- Can bartenders integrate without friction?
- What cocktail pairings produce the best transformations?

Prototyping Goals

- Sachet format optimized for bar environments
- 3-5 signature cocktail recipes maximizing transformation
- Sample kit for venue demos (fits in a messenger bag)
- Bartender instruction cards (60-second explanation)

Pilot Approach:

We approach a small number of Amsterdam cocktail bars to test in real conditions. Goal is learning, not sales: how bartenders present it, how guests react, whether it generates word-of-mouth. Pilot bars receive product at cost in exchange for feedback.

NEXT STEPS

Interested? Getting involved is simple:

1. Send an email to laurens@redefine.tv
2. Create your profile on redefine.tv
3. Be available most Thursdays