

From the Bay to Brooklyn and beyond, crafting world class drinks for your tasting pleasure.



“Bitters & Soda Is My New All-Day Beverage” bon appétit

Plant Based Botanical Sodas:

- Bitters & Sodas are a line of non-alcoholic sparkling aperitifs that gets their smart refreshing flavor from plant-based Gentian root grown in the South of France.
- Bitters are a flavorful infusion of spices, fruit and bitter root
- Bitters are botanical! They contain many powerful plant extracts with anti-inflammatory, anti-microbial and digestive health benefits



Tasting Notes

- Zero Sugar and 0-10 calories per can
- Notes of clove, allspice, bitter root and, orange peel
- Become one of the go-to's for alcohol replacements space that is on fire.

Shelf Life

- 12 months

GRAMS
0
SUGAR

NON-
ALCOHOLIC

Insights

- Alcoholic replacements are essential for non-drinkers, bartenders and restaurateurs currently wanting more than ginger ale or a sugary soda



Simple Serve

1 or 2 step serves

1. Simply over ice.
2. Or top any light spirit highball
3. Garnish with lemon or lime

Product Description (12oz Slims Cans)	Single UPC	4-Pack UPC	4-Pack Case (24 cans)
Classic Dry Aromatic	850001070416	850001070430	850001070437
Grapefruit	850001070683	850001070713	850001070713
Ginger Turmeric	850001070706	850001070737	850001070737
Lemon Lime	850001070690	850001070720	850001070720
Spritz Aromatic	850001070409	850001070423	850001070420

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Super premium non-alcoholic cocktail mixers

Lower the barriers to on-premise craft cocktails



the kitchen

Mixers and Garnishes
That Will Make You Feel
Like a Bartender

Forbes

Bottled Margarita
Mixes That Actually
Taste Good

Differentiation

- All Non-GMO Project Certified w/exception of Bloody Marys (Our Bloodies are made with real Worcestershire Sauce and, therefore, contain Anchovies. Yum.)
- Made with Whole Spices, Real Fruit Juice and Pure Cane Sugar
- Lower the barriers to on-premise craft cocktails
- Never high fructose corn syrup, artificial colors or flavors
- Never ingredients that start with the letter 'x' or end in the letters 'ious

Competition

- Unlike mass market value brands, Hella Cocktail Co. costs more for a reason. We never add flavor enhancers, artificial preservatives, corn syrup, stabilizers or colors



Product Description	Size	Per Case	Unit UPC	Master Case
Classic Bloody Mary	750ml	6	850001070034	850001070031
Spicy Bloody Mary	750ml	6	850001070041	850001070048
Classic Margarita	750ml	6	850001070058	850001070055
Habanero Margarita	750ml	6	850001070065	850001070062
Moscow Mule	750ml	6	850001070072	850001070079
Old Fashioned	750ml	6	850001070232	850001070239

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hella
COCKTAIL CO



Small batch infusion of spices, fruit and bitter root.

A premium upgrade to any cocktail recipe



Differentiation

- We offer VARIETY WHILE ELEVATING QUALITY vs incumbent Angostura!
- Let's face it; bitters can be hard to explain! That's why we make simple core flavors that align with the five primary spirit categories
- Small batch infusion of spices, fruit and bitter root
- Handcrafted with no artificial colors or flavors
- 1st Non-GMO Project Certified Bitters Line

Competition

1. Most retailer/distributors carry one brand with their one flavor (Angostura Aromatic). Consumers are demanding variety in flavor and higher quality ingredients



2. Unlike our competition, Hella never cut corners with extracts and avoid adding colors. Hella Bitters are made patiently with NON-GMO neutral cane spirit, hand-peeled citrus and whole spices

Product Description	Size	Per Case	Unit UPC	Master Case
Aromatic Bitters	5oz	6	850001070003	850001070000
Citrus Bitters	5oz	6	850001070010	850001070017
Ginger Bitters	5oz	6	850001070102	850001070109
Orange Bitters	5oz	6	850001070096	850001070093
Smoked Chili	5oz	6	850001070119	850001070116
Mexican Chocolate	5oz	6	850001070331	850001070338
Eucalyptus	5oz	6	850001070324	850001070321
Apple Blossom	5oz	6	850001070317	850001070314
Two-Bottle Bitters Bar Set	3.4oz	6	850001070171	850001070178
Five Flavor Bitters Bar Set	8.5oz	6	850001070188	850001070185

Liquor.com

"The #1 Best Locally Made Bitters in the U.S.A."

FOOD & WINE

"Will Immediately Up Your Bartending Cred"

MEN'S JOURNAL

"The Bartender's Secret Ingredient"

WSJ

"Cooking With Bitters: Not Just for Cocktails Anymore"

edible

"Hella is focused on the home"

CONTACT SALES: JOMAREE PINKARD | JOMAREE@HELLACOCKTAIL.CO | (646) 267-3341