

Kin

EUPHORICS™

LISA GULICK
VICE PRESIDENT OF SALES



Agenda

- ✓ Brand Ethos
- ✓ Category Opportunity
- ✓ The Kin Story
- ✓ Product Overview: *Item Formats, Flavors & Pricing*
- ✓ Proven Success & Channel Execution
- ✓ Marketing Support
- ✓ Partnership Next Steps



Brand Ethos & Category Opportunity

A DRINK FOR EVERY MOOD

A NEW CATEGORY OF FUNCTIONAL,
NON-ALCOHOLIC BEVERAGES
TO BALANCE BODY, MIND, AND SPIRIT

PLANT-BASED, GLUTEN-FREE, VEGAN AND WOMAN-OWNED



Kin Euphorics

is leading the Sober Curious Movement,

INDUSTRY
DISRUPTION IN THE
LAST TEN YEARS IS
NOT NEW



INITIATING THE CATEGORICAL SHIFT WITHIN THE ALCOHOL
INDUSTRY

THE OPPORTUNITY

The Sober Curious Movement: A Lifestyle *Revolution*

78% of non-alcoholic beverage buyers are also purchasing alcoholic beer, wine, or spirits—moderation is a driving force (Nielsen). They are mindful of the impact booze has on their physical and mental health.

WHAT IS SOBER CURIOSITY?

Experimenting with sobriety or taking intentional breaks from alcohol for the health benefits or to reevaluate ones relationship with alcohol.

WHO IS LEADING THE MOVEMENT?



GEN Z



MILLENNIALS



WELLNESS-MINDED
DRINKERS



ALCOHOL
ABSTINENT

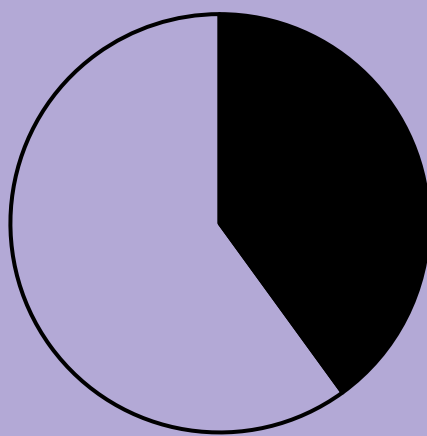
JUST HOW SOBER CURIOUS ARE WE?



\$10B

“Valued at \$7.8 billion in 2018, the total no/low alcohol market has now grown to almost \$10B billion in value across 10 key markets, commanding a 3.5% volume share of the beverage alcohol industry. “

IWSR: Key Trends Driving the Global Beverage Alcohol Industry in 2022



40%

According to Gallup, 40% of Americans of drinking age do not drink – Up from 35% in 2019.

GALLUP: U.S. Alcohol Consumption on Low End of Recent Readings 2021



+12%
VOLUME CAGR
2021-2025

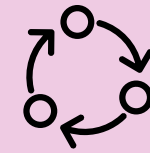
In the US, the alcohol-adjacent market is currently valued at \$98 million and is forecasted to grow at +12% volume CAGR 2021-2025

IWSR: Key Trends Driving the Global Beverage Alcohol Industry in 2022

Gen Z + Millennials' Mindset Move Health & Wellness Market in New Ways



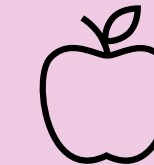
MIND + BODY
CONNECTION



HOLISTIC WELLNESS



MENTAL
HEALTH + THERAPY



FOOD AS MEDICINE

50 YEARS AGO

TODAY

BEVERAGE OFFERINGS

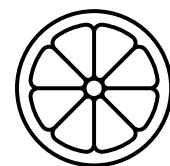
SCALE SELECTIONS



MILK



SODA



JUICES

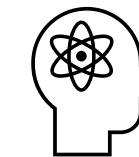


COFFEE

FUNCTIONALITY FOCUS



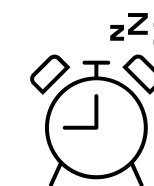
PROBIOTICS + GUT SUPPORT



BRAIN COGNITION



HAIR, SKIN, & NAILS



IMPROVED SLEEP

CHALLENGING OLD WAYS OF CONSUMPTION AND INNOVATION WITHIN THE
WELLNESS SPACE

The Kin Story



Kin Euphorics Co-Founders: Jen Batchelor & Bella Hadid

JEN BATCHELOR CO-FOUNDER & CEO

Raised the daughter of a bootlegger in the desert sands of Saudi Arabia, Jen has been a lifelong witness to the intersection of magic and science.

BELLA HADID CO-FOUNDER & PARTNER

Supermodel, activist, and now beverage mogul, Bella's keen eye and global influence (54M+ Instagram followers) have catapulted her ascension to reigning industry maven.

Our Products

More Than a Mocktail

WHAT MAKES KIN DIFFERENT?

Our euphoric beverages infused with mood-boosting adaptogens, nootropics and botanics to elicit a feeling of social energy – taking the edge off without the hangover

ADAPTOGENS:



Reishi Mushrooms



Ashwagandha



Rhodiola Rosea

NOOTROPICS:



Caffeine



L-Theanine



5-HTP

BOTANICS



Hibiscus



Rosemary



Ginger

EUPHORICS

ADAPTOGENS

Balancing herbs
that fend off the
effects of stress

NOOTROPICS

Natural
supplements that
stimulate the mind
for enhanced
cognition

BOTANICS

Functional plants
that round out our
flavors and pleasure
the palate

A DRINK FOR EVERY MOOD



HIGH RHODE
Social Hour



KIN SPRITZ
Energizing Flow



ACTUAL SUNSHINE
Rise & Glow



KIN BLOOM
Beaming Joy



LIGHTWAVE
Grounding Calm



DREAM LIGHT
Nightcap

Rise Up

A gentle uplift that helps you ease into your flow.

Wind Down

Mellow your mood and usher you into dream states.

POP THE TOP

Ready to Drink

Ready-to-sip, pre-prepped Kintails in a can that vibes with you.



MOOD

TASTE

KEY INGREDIENTS

SOCIAL ENERGY

Kin Spritz



Uplifted & awakened

Sparkling with fresh citrus and hibiscus plus kick of ginger

Rhodiola Rosea, 5-HTP & GABA

RISE & GLOW

Actual Sunshine



Energized & glowing

A Pineapple-cardamom bellini, sparkling & spiced with saffron & turmeric

Collagen, Vitamin C/D/Zinc, Saffron & Turmeric

BEAMING JOY

Kin Bloom



Joyful & passionate

A *rosé-inspired* blend of strawberry, white grape, and citrus.

Schisandra, Damiana & L-Theanine

INNER PEACE

Lightwave



Relaxed & calm

A mellow mix of lavender-vanilla, ginger, and birch

Reishi Mushrooms, L-Theanine & L-Tryptophan

Available in 4-pack cans & loose cans

BOTTLED BLISS

Made To Mix

The remix to traditional libations: top-shelf blends of concentrated magic.



TO WIND DOWN

Dream Light



A sense of calm and quiet as you ease into a deeper sleep

Rich in smooth, earthy oak, spicy clove, spicy cinnamon

Oat milk, almond milk, ginger beer

Reishi Mushrooms, L-Theanine, L-Tryptophan & Melatonin

TO RISE UP

High Rhode



A gentle rise and uplifted mood for deeper connections

Sparkling with fresh citrus and hibiscus plus kick of ginger

Tonic or bubbly water, honey or agave, fruit juice of your choice

Rhodiola Rosea, 5-HTP & GABA

MOOD

TASTE

PAIRINGS

KEY INGREDIENTS

Full Portfolio with SRPs and UPCs

4-Pack RTD Cans // Ambient Space in Retail or Non-Traditional

Single-Serve 8 oz Cans // Cold Box

Glass Bottle 16.9 oz // Ambient Mixing Item



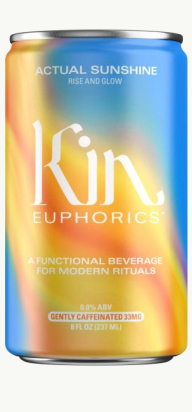
KIN SPRITZ
RTD 4-PACK



ACTUAL SUNSHINE
RTD 4-PACK



KIN SPRITZ
RTD 8OZ CAN



ACTUAL SUNSHINE
RTD 8OZ CAN



HIGH RHODE 500ML



DREAM LIGHT 500ML



KIN BLOOM
RTD 4-PACK



LIGHTWAVE
RTD 4-PACK



KIN BLOOM
RTD 8OZ CAN



LIGHTWAVE RTD
8OZ CAN



SRP: \$15.99 - \$21.99

SRP: \$3.99 - \$5.50

SRP: \$34.99-\$41.99

Item Prioritization Guidance by Channel

ON-PREMISE
TRADITIONAL

1.



HIGH RHODE
MOCKTAIL
2.



DREAM LIGHT NIGHTCAP
3.



BUCKETS
OF BLISS
4.



NON-ALC
OR SODA
ALTERNATIVE

ON-PREMISE
FAST CASUAL

1.



SINGLE
SERVE
2.



COLD
BOX
3.



COFFEE SHOP:
HIGH RHODE FUNCTIONAL
LATTE

OFF-PREMISE
GROCERY/CONVENIENCE

1.



AMBIENT 4-PACKS IN MIXER
OR NON-ALC SECTION
2.



COLD BOX
SINGLE SERVE
3.



BOTTLES IN MIXER OR NON-
ALC SECTION

OFF - PREMISE
LIQUOR

1.



BOTTLES IN MIXER OR NON-
ALC SECTION
2.



AMBIENT 4-PACKS IN MIXER
OR NON-ALC SECTION
3.



SINGLE SERVE
EITHER COLD OR AMBIENT
IN LINE WITH SET

Channel Execution

Off.
Premise

KIN IN THE WILD

Merchandising Recommendations



CASE HEADER CARDS



SHELF TALKERS



HEADER CARD



CORRUGATED DISPLAY
(8+ WEEK LEAD TIME)

HOLDS: 2CS BOTTLES + 6CS CANS
MINIMUM REQUIRED ORDER:
12CS TOTAL - CAN MIX & MATCH

KIN IN THE WILD

A Vibrant Retail Presence



On.
Premise

On Premise Use Cases

Kin Euphorics bringing braincare to the bar, to the beach,
and everything in between



Revelry Reimagined

Dazzle Your Guests With a Premium N.A. + Wellness Beverage Experience

WHY ADD KIN TO YOUR MENU?

- 1. Sober Curiosity + Menu Versatility**
Consumers are increasingly seeking a wider variety of premium wellness & non-alcoholic beverage options with 58% of consumers drinking more N.A. beverages than last year. [FORBES](#)
- 2. Increased Profit Margins**
Offer customers a club soda with lime for \$0 or one that brings \$15 into the register
- 3. Function Forward**
Kin isn't your average N.A. beverage - It's formulated function-first for mood enhancement. Featuring adaptogens, nootropics, and botanics, Kin elicits a feeling of social energy – taking the edge off without the hangover.

Product
Recommendation:

High Rhode
Social Energy



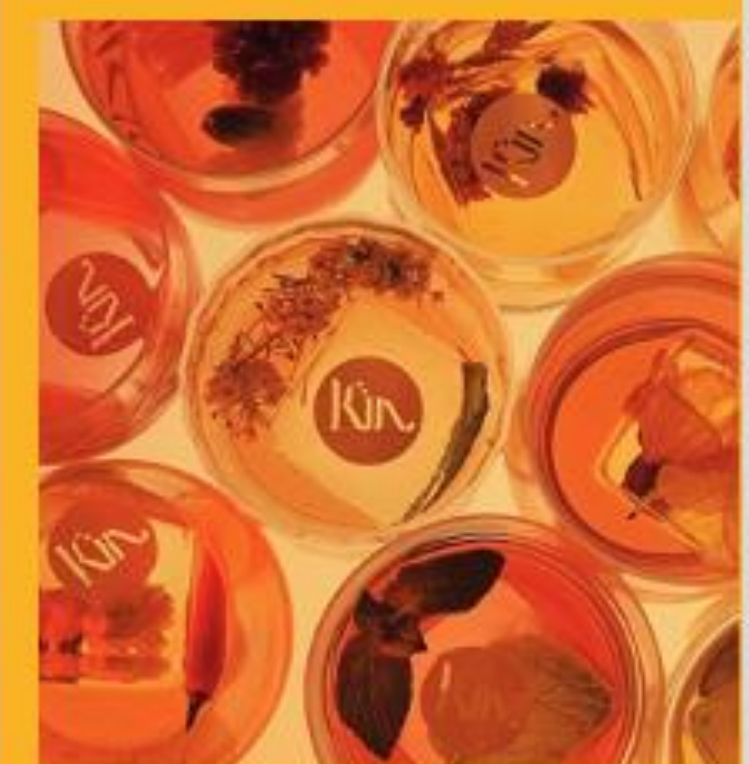
Gluten-Free, Plant-based, Vegan

Recipe: OHANA-KIN

INGREDIENTS

- 2oz Kin High Rhode
- 1 oz lime
- 1oz pineapple
- 1oz pomegranate grenadine
- .25 allspice/star anise tincture

DIRECTIONS: Shake, strain over 2x2 cube in a rocks glass, garnish with a dehydrated orange wheel



Recreation *Reimagined*

Offering Bliss for Every Occasion: From the Beach to the Slopes

RECOMMENDED PROGRAMMING

- 1 Beach Bar + Pool Cabana Drink Bucket**
A drink for every mood N.A., drink bucket feature for pool or beach guests
- 2 Après Ski Non-Alcoholic Feature**
Offer your Après guests unique, cutting-edge beverages – Spritz to nail their next run, Bloom for feel-good enjoyment or Lightwave for an after-ski wind down.
- 3 Grab & Go Convenience**
Mood-enhancing wellness on the go: in-room mini bar or room service, and premium grab & go coolers

Product Recommendation:

Kin Spritz
Social Energy



Actual Sunshine
Rise & Glow



Kin Bloom
Beaming Joy



Lightwave
Grounding Calm



Restoration Reimagined

Have Your Guests Unwind Their Minds and Ease Into Bliss

RECOMMENDED PROGRAMMING

- 1 Luxury Turn-Down Service Night Cap**
Custom Dream Light Kintail featuring reishi mushrooms, L-Tryptophan, and melatonin for guests receiving a turn-down service amenity
- 2 Spa Enhancement Add-On or Complementary N.A. Beverage**
Lightwave to serve as an alternative to champagne + to enhance relaxation
- 3 Wellness Experience Add-On**
Lightwave plays well with many wellness experiences such as yoga or sound baths to enhance the sensorial experience and ease into relaxation

Product Recommendation:

Dream Light Night Cap Lightwave Grounding Calm Actual Sunshine Rise & Glow



Recipe: KIN JULEP

INGREDIENTS

- 1/4 ounce warmed honey
- 5-10 mint leaves
- 2 ounces Dream Light
- 2 ounces real ginger beer
- Fresh mint sprig for garnish

DIRECTIONS: In a Julep cup or rocks glass, lightly muddle the mint and honey. Add the Dream Light and ginger and pack tightly with crushed ice. Stir until the cup is frosted on the outside. Top with more crushed ice to form an ice dome and garnish with a mint sprig. Optional: top with an extra splash of Dream Light



MIXED FEELINGS

Recipes

VISIT OUR RECIPES PAGE
KINEUPHORICS.COM

HIGH RHODE

Kin Citron



A light sparkling
blend to uplift your
spirits

2oz Kin High Rhode
1oz grapefruit soda
5 dashes of citrus
bitters
Sparkling water
Orange Slice

TO GATHER

Add ice to a rocks glass. Stir in High Rhode, citrus bitters, and grapefruit soda for 30 seconds. Top with sparkling water and garnish with a fresh orange slice.

TO MAKE

HIGH RHODE

Kin Spice



A bright and playful
Kintail to refresh
your mood

2oz Kin High Rhode
.5oz of lime juice
1.5oz of tonic water
1 lime
Cubed ice

Pour Kin High Rhode over ice in a highball glass. Add lime juice and stir for 10 seconds. Add a scoop of fresh ice and top with tonic. Serve with a lime wheel.

DREAM LIGHT

Kin and Oats



A calming blend to
soothe the spirit and
quiet the mind

2oz Dream Light
2oz Oat Milk
Cinnamon stick

TO GATHER

Mix equal parts Dream Light and oat milk in a cup of your choice. Add cinnamon stick, and stir.

TO MAKE

DREAM LIGHT

Kinna-Berry



A tranquil mix of
relaxing twilight
delights

1.5oz Dream Light
3 blackberries
.75oz honey with
cinnamon
.5oz Lemon
.5oz Pressed
ginger
Ground cinnamon

Prepare glass by rimming the edge with honey and ground cinnamon. Combine all other ingredients in a shaker with ice and shake. Strain into the cinnamon-dusted coupe and top with 3 skewered blackberries.

BUILDING COMMUNITY

360° Marketing

IMPACTFUL PRESS



BEST-IN-CLASS EVENTS



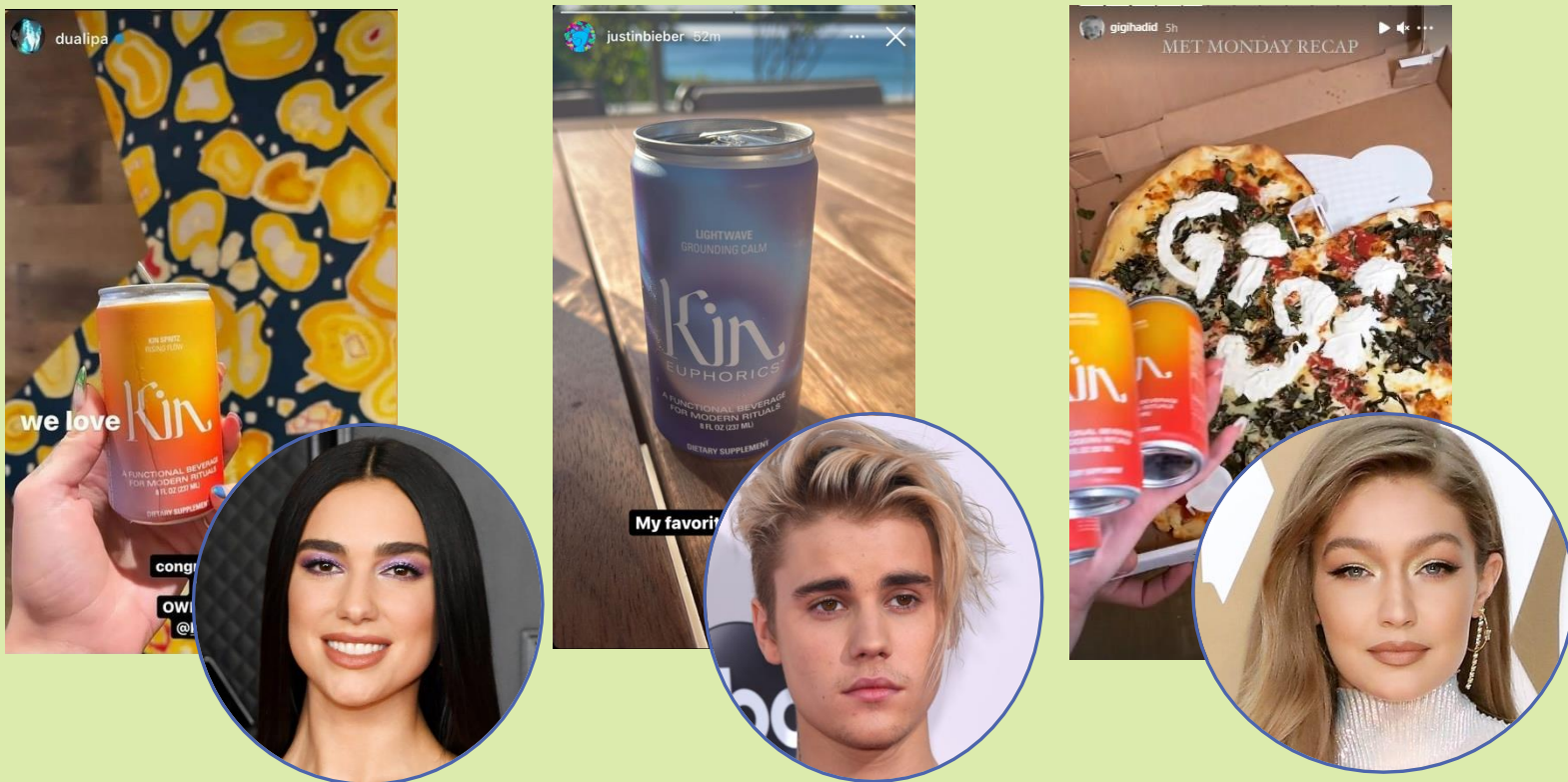
AUTHENTIC INFLUENCER RELATIONSHIPS



COMPREHENSIVE DIGITAL FOOTPRINT



ORGANIC CELEBRITY ENDORSEMENTS



VIBRANT RETAIL PRESENCE



Key Selling Takeaways

- ✓ Valued at \$98M in the US, the alcohol adjacent market is growing rapidly, and Kin is a leader in the space
- ✓ More than $\frac{3}{4}$ of the demographic who participates in the no/low alc movement also buy alcohol – which is what the Sober Curiosity movement is all about
- ✓ Kin is a functional, adult beverage grounded in social occasion and targeting customers who want to moderate their alcohol intake & be more mindful of their body and mood
- ✓ Backed by ***Bella Hadid*** (56MM followers), our brand awareness around our newest innovation launch & Kin Euphorics is accelerating at a rapid pace
- ✓ **Bottles Target Accounts**
 - ON: Hotels, mixology-focused restaurants, restaurants serving zero-proof cocktails
 - OFF: Liquor stores, High-End Grocers (in mixer section)
- ✓ **RTD Cans Target Accounts (COLD BOX!!)**
 - ON: Hard Seltzer alternative (outdoor, rooftop, pool, bucket service, etc), Fast-Casual
 - OFF: Grocery stores, High-End convenience stores, Liquor



