

# craftmix



Mix Things Up!



# Cocktails in Seconds

4 easy steps to  
enjoy craftmix :)



1oz Liquor



3oz Sparkling  
Water



1 Craftmix  
Packet



Serve Over  
Ice & Enjoy :)



# Our Products



Blood Orange Mai Tai



Mango Margarita



Strawberry Mule



Passionfruit Paloma



Mint Mojito



Variety Pack

## Products Being Formulated:

- Classic Margarita
- Peach Breeze
- Whiskey Smash
- Pineapple Sunrise
- Sugar Free Flavors
- Electrolytes Flavors
- Caffinated Flavors
- Non-Alc Flavors

# Cocktails, Now Guilt Free



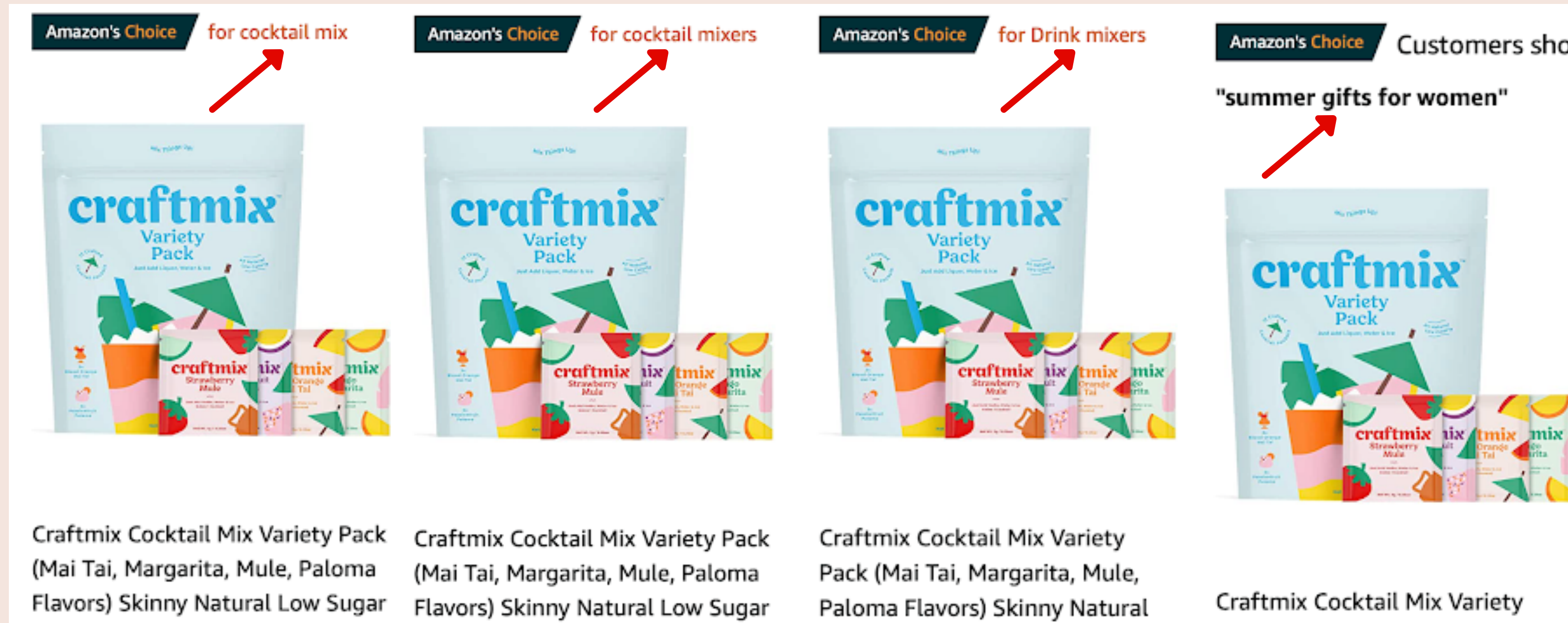
Craftmix is the best-for-you  
cocktail mixer in the category

Blood Orange  
Mai Tai **25**  
Calories

	Per 7g Packet	%DV
Total Fat	0	0%
Sodium	22mg	1%
Carbohydrate	6g	2%
Total Sugars		10%
Includes 5g Added Sugars		
Protein	0g	0%
Potassium	11mg	0%

# Case Study: Amazon

Don't believe us? Search "cocktail mix" on Amazon and see what comes up first!



Quickly became "Amazon's Choice" for many different keywords, including "cocktail mix"

# Highlight: KeHE Golden Ticket



**KeHE**<sup>®</sup> elevate

We were awarded a Golden Ticket from KeHE to distribute through them & accepted into their Elevate Accelerator to grow our brand exponentially. We're one of their featured top innovated brands to watch this year

# Case Study: SnackMagic

Reports

Time Frame: 11/01/2021 - 12/31/2021

PERFORMANCE

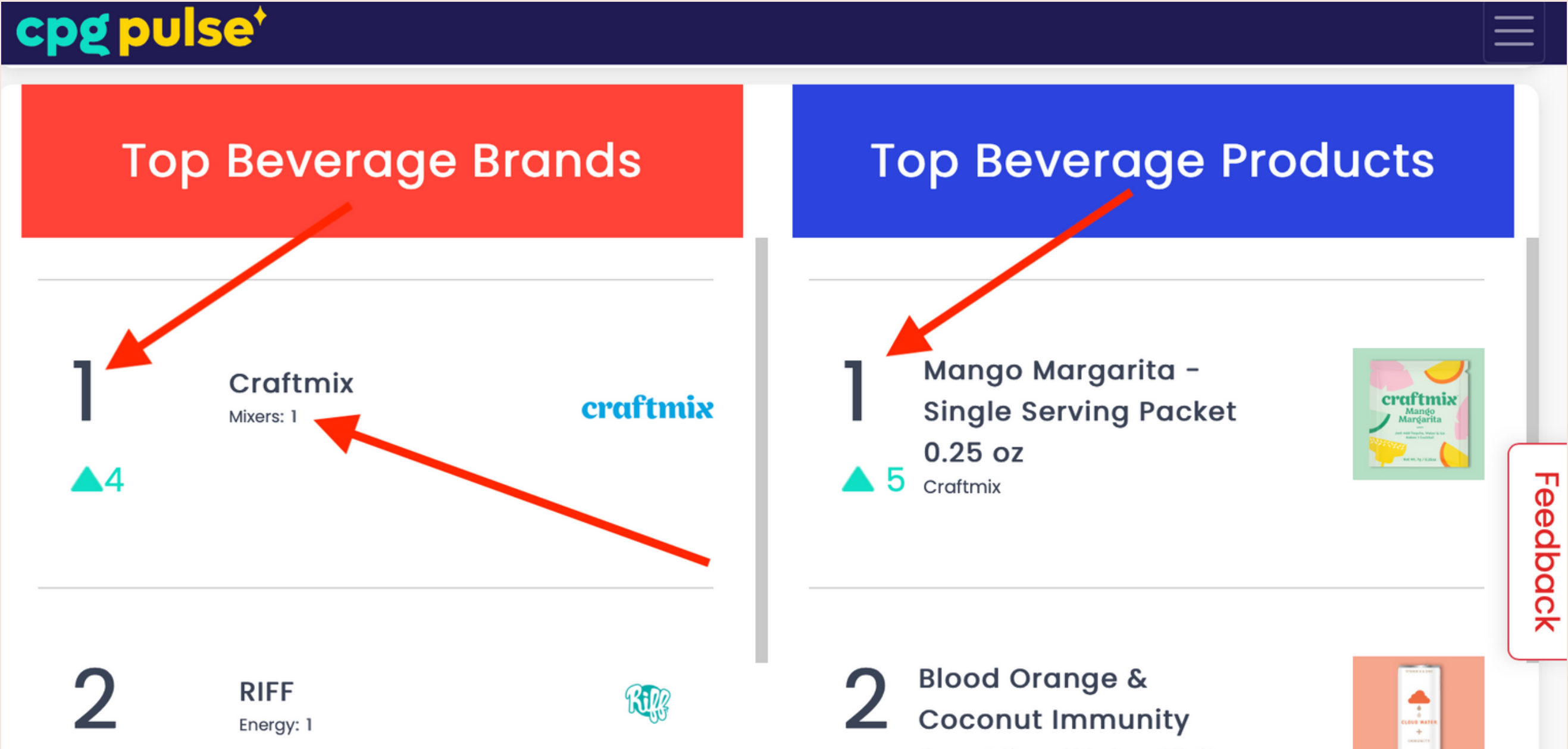
RATINGS & REVIEWS

DEMOGRAPHICS

21414 Total Units Sold

People are repeat purchasing Craftmix!

9610 Unique Users



#1 Brand and #1 Product on SnackMagic  
Outcompeting 500+ of the most popular CPG brands

# New Partners 2022

Bespoke  
Post

TJ·maxx®

Kroger

  
DOORDASH



  
McLANE®



BOXED

Wegmans

Walmart 

 Reachdesk



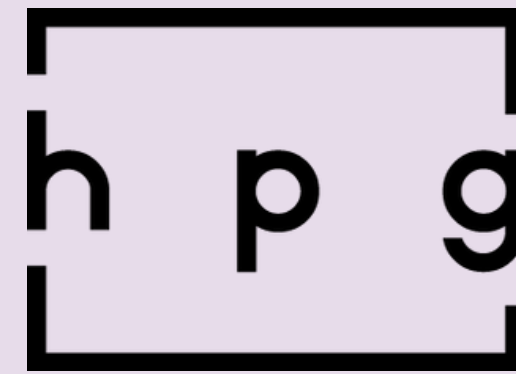
KeHE®

UNFI™  
BETTER FOOD. BETTER FUTURE.



 VITACOST

# New Partners 2022



amazon

Walmart+

swagup



Zulily

Sendoso

mayple<sup>®</sup>

Batch  
& Bodega  
EST. 2020

BOX  
*fox*



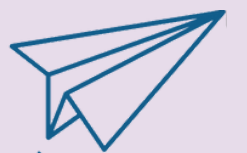
CAROO

giant  
eagle



goody

POSTAL.IO



DPI Specialty Foods  
Bringing the Best to Market

TOUCH OF  
MODERN

snack  
magic

↑Huckberry

# Customer Testimonials



These are real reviews from our customers! It's true, people love Craftmix! Now it's time to scale brand and product awareness!

# Cheers to Us!

**Contact:**

Jake Tannenbaum

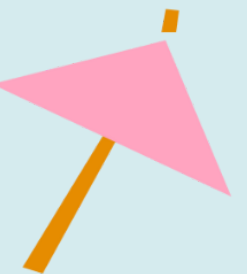
JT@craftmix.com

craftmix.com

@craftmix



**craftmix**



*Mix Things Up!*