



# MIX - FOR THE - MOMENT



## THE #1 AMERICAN PREMIUM MIXER BRAND

**SOURCED GLOBALLY, CRAFTED LOCALLY.** Globally sourcing real ingredients, adding more carbonation and intentionally making it less sweet is a perfect compliment to any spirit and has helped Q become the leading American Mixer Brand.

### 7.5OZ CANS



### 6.7OZ BOTTLES



### 750ML BOTTLES



### 32OZ BOTTLES



# Q MIXERS

## CONSUMERS LOVE PREMIUM COCKTAILS

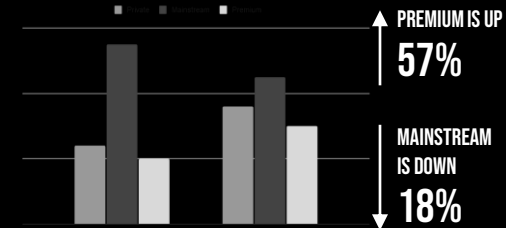
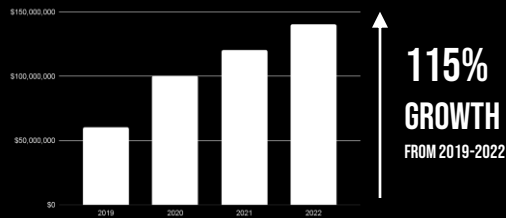
**40%** of all cocktails contain carbonated mixers

**89%** of drinkers want mixer quality to match the spirit quality

**83%** of drinkers will pay \$2 more for a cocktail with a premium mixer

**88%** of guests return to establishments when served a premium mixer

## PREMIUM MIXERS ARE ON THE RISE



- Over 40% of consumers buy premium cocktails more often
- If there is a premium option 4 in 10 spirit drinkers trade up every time (56% if you prefer tequila.)
- The premium spirit category will grow another 40% over the next 10 years

## BENEFITS



PERFECT CARBONATION



MADE WITH LESS SUGAR (NO HFCS)



FASTEST GROWING BRAND IN THE CATEGORY



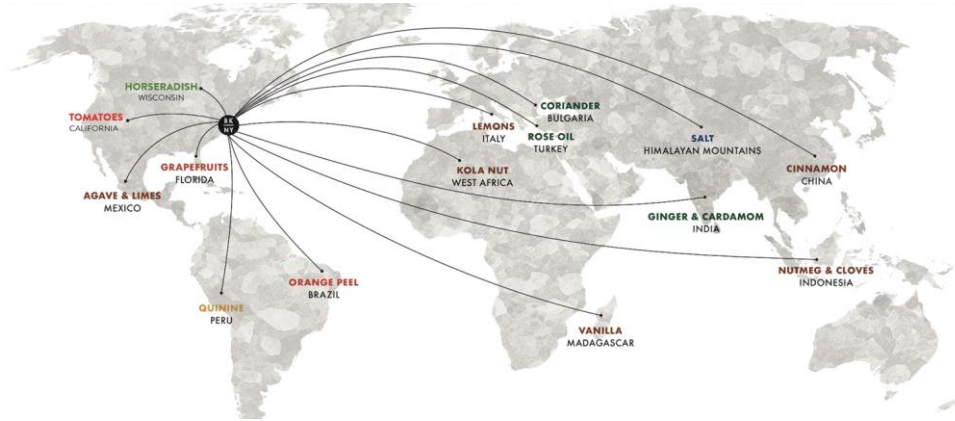
Q MIXERS CUSTOMERS SPEND 4-5X MORE/OUNCE



#1 AMERICAN MIXER BRAND



NON GMO



Ingredients: SOURCED GLOBALLY, CRAFTED LOCALLY.

## COMPARISON

LESS SUGAR & MORE CARBONATION

TONIC WATER BRAND	CALORIES	SUGAR	SWEETENER	ALL NATURAL	CARBONATION LEVEL	COUNTRY OF ORIGIN
<b>Q Tonic</b>	<b>30</b>	<b>7</b>	<b>Organic Agave Nectar</b>	<b>yes</b>	<b>4.5 Gas volumes</b>	<b>USA</b>
Schweppes Tonic	54	14	High Fructose Corn Syrup	no	3.5 gas volumes	Global
Soda Gun	60	17	High Fructose Corn Syrup	no	Often flat	Global
Fever Tree Tonic	51	12	Sugar	yes	4.3 gas volumes	UK
GINGER BEER BRAND	CALORIES	SUGAR	SWEETENER	ALL NATURAL	CARBONATION LEVEL	COUNTRY OF ORIGIN
<b>Q Ginger Beer</b>	<b>53</b>	<b>13</b>	<b>Organic Agave Nectar</b>	<b>yes</b>	<b>4.0 Gas volumes</b>	<b>USA</b>
Gosling's	80	20	High Fructose Corn Syrup	no	3.4 gas volumes	Bermuda
Fever Tree	59	13	Sugar	yes	3.6 gas volumes	UK
Barritt's	83	20	High Fructose Corn Syrup	no	3.4 gas volumes	Bermuda