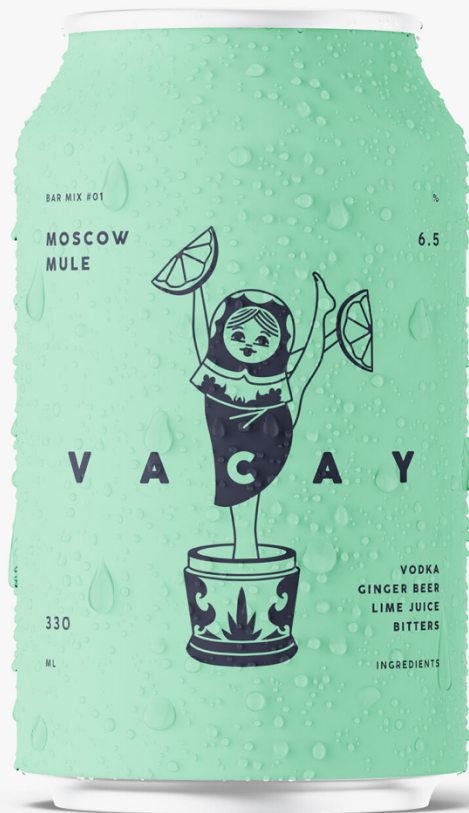




CRAFT COCKTAILS IN CANS



#INTRODUCTION

PREMIUM PRE-MIXED COCKTAILS FOR THE FASTEST GROWING ALCOHOL SEGMENT.

VACAY creates ready-to-drink cocktails, using the finest quality craft spirits and all-natural ingredients.

Our expertly blended cocktails are based on our nationwide survey and taste panels.

The result is a range of Vegan and Gluten Free blends that are the perfect choice for the discerning drinker in the fastest growing alcohol segment.

We're Gluten Free, Vegan and never too sweet.

V I S I O N

WE'RE HAPPINESS IN A CAN

We're for the cocktail lovers and the rooftop BBQ-ers, the street parades and seaside rays.

We're for the grab a quick one after work-ers and the have a big one all-night ravers.

We're for blind dates, best mates and bank holiday family breaks.

We're VACAY and ready to join you, wherever you want to go

V A C A Y

#THE PROBLEM

THE HIGH DEMAND FOR PREMIUM READY-TO-DRINK ALCOHOLIC BEVERAGES IS NOT BEING MET IN THE UK.

Discerning young adults are wanting a new way to consume alcohol.

Premiumisation

Incumbents are too sugary, loaded with chemical flavourings and not vegan or gluten free

Portability

Millennials and GenZ gravitate towards informal, occasional and outdoor drinking experiences

Convenience

55% of consumers choose ready-to-drink cocktails because of their convenience

V A C A Y



#CURRENT OPPORTUNITY

THE READY-TO-DRINK SECTOR IS GROWING 3X FASTER THAN THE TOTAL ALCOHOL MARKET.



Ready-to-drink trends have accelerated

The segment has seen a 28% year on year growth to £308m, in off-trade alone*



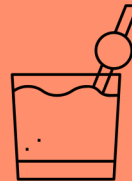
Sector to experience continued and sustained growth

Ready-to-drink is forecast to be the fastest growing sector for the next 5 years**



Accelerated growth during the pandemic

The category saw an 86% growth in the first 2 quarters of 2020**



Pre-mixed cocktails grew 28.4%

This is the largest growth of any category – outperforming beer, wine and spirits***



#THE SOLUTION

CRAFT COCKTAILS IN CANS

VACAY is for the youthful and discerning drinkers behind the new ready-to-drink demand.

Co-created premiumisation

Through our own nationwide consumer survey and taste panels, we've ensured the ingredients, taste and branding of our beverages meet that high-end demand.

Mixed for modern life

Our recipes are vegan and gluten free, contain high quality craft spirits, all-natural ingredients, and a characterful, yet sophisticated brand that stands out on the shelves.

Crafted for the explorer

Our culinary experts and mixologists have created eight cocktail recipes of which four were used for market launch: Moscow Mule, Tom Collins, Paloma and Blood Orange Vodka Soda.

V A C A Y

OUR CUSTOMERS

WE'RE FOR THE YOUNG DECERNING COCKTAIL LOVER



SUZAN

Young urban professional

- Works within the creative industry
- Persuaded by new and quirky brands
- New adopter attracted to consumer trends
- Seeks premium and convenient drink



DARREN

Millennial graduate

- Looking for a premium drink for festivals and alfresco parties
- Vegan and looking for a product without health trade-offs
- Active social media and persuaded by influencers
- Interested in new flavours to recommend to followers and friends



BAR1

Major bar chain

- Wants to attract youthful and discerning cocktail drinkers
- Needs to follow the trend in popularity for quality ready to drink
- Appreciates customers will pay for natural and distinct flavours
- Pre-mixed is ideal with speed of service a major concern

KEY MILESTONES

WE'VE QUICKLY CREATED A BRAND WITH TRACTION AND APPEAL

2019

- JUL** Consumer research and survey feedback
- OCT** Consumer taste panels in conjunction with MMR Research Worldwide
- NOV** Test kitchen research and development

2020

- FEB** Eight individual drink recipes created from 100s of recipe variations
- MAR** Brand developed with Paris team
- JUN** UK and EU Licenses granted
- AUG** UK & EU Trademarks granted
- SEP** Market Launch with
- NOV** PR Begins with instant coverage in Imbibe, The Spirits Business, The Sunday Times and the Evening Standard

2021

- JAN** Production and packaging moved to the same facility reducing COGs by 20%+
- Stocked in over 40 locations with three new points per week
- Secured First listing in major wholesaler Dayla
- 2em appointed to a manage national expansion
- MAR** Stocked in over 70 locations
- Secured listings in Enotria and Co, Dayla and 31 Dover
- APR** Amazon launch
- JUN** Launching in Sainsbury's 80 highest footfall locations

T R A C T I O N

WE'VE ACHIEVED CONSIDERABLE EARLY TRACTION

Our rapid market adoption is testament
to our product development in response
to in-depth customer research:



£30k

revenue generated in Q1
following launch

70

retail locations, 2 wholesalers,
and Supermarket launch

As seen in

imbibe

THE **SPIRITS**
BUSINESS


THE SUNDAY TIMES

EveningStandard.

YOU

31DOVER

GRAZIA

HEARST

V A C A Y

VALIDATION

YARDARM

“The Paloma is great and flew out in the first week!”

—
Dan O’Connor
Owner

INDEPENDENT RETAILER

31DOVER

“It's a beautiful brand and we are extremely keen to work with and support VACAY moving forward.”

—
Belle Nairac
Head of Agency & Brand Partnerships

NATIONAL ONLINE RETAILER

Lyan—ess

“As soon as I opened the box, I was like – 10 out of 10”

—
Will Meredith
Head Bartender at Lyaness

COCKTAIL BAR, LONDON

Mitchells & Butlers

"I think your branding is great, stylish and strong. The liquids are also good, really easy drinking, accessible. 330ml is a good serve size."

—
Tara Taylor
Head of Drinks Procurement, Mitchell & Butlers

BAR AND RESTAURANT GROUP

MARKET OPPORTUNITY

Total
Addressable Market

\$146bn

The predicted global
ready-to-drink sales
market by 2030

Serviceable
Addressable Market

\$5bn

The value of the
ready-to-drink
European market

Share of Market

£15m

0.3% market
share by 2026

#ROUTE TO MARKET

WE'RE ALL ABOUT CONVENIENCE

We're currently delivering the VACAY experience via three core routes to market:



Direct-to-consumer

- www.haveavacay.com
- Amazon (imminent)
- Not on the High Street



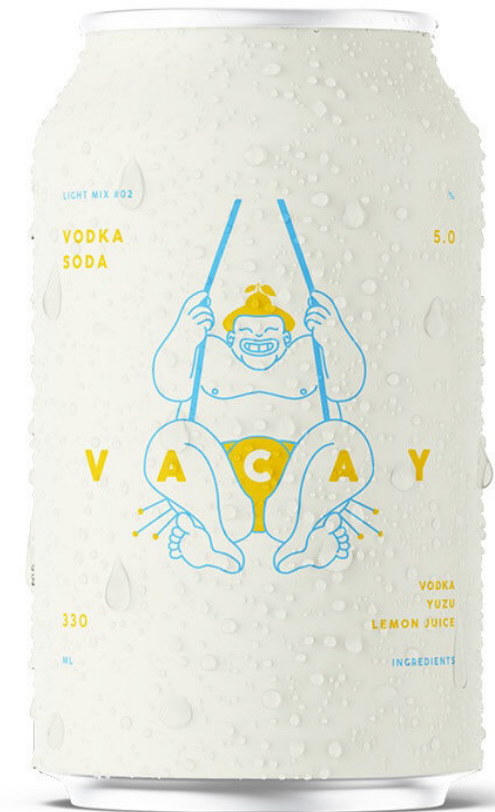
On-trade

- Restaurants
- Pubs and Bars
- Cafes



Off-trade

- Independent retail
- Grocery stores
- National retail chains (to be developed)
- Sainsburys (confirmed launch of June)



V A C A Y

18 — 50% MARGINS ACROSS ALL DISTRIBUTION CHANNELS

	Revenue per can	Share of sales volume	Margin
Direct to Consumer	£4.50 – £5.00	20%	30-50%
Direct retail To on-trade and off-trade	£2.29 – 2.75	20%	30%
Grocery retail	£1.75	40%	30%
Wholesale To on-trade and off-trade	£1.66 – £2.40	28%	18-20%

WE'LL CONTINUE TO GROW OUR ESTABLISHED NATIONAL MULTI-CHANNEL OPERATION

Wholesale expansion

- Growth of on-trade, off-trade and e-commerce listings
- International growth pursued within 9-12 months – wholesalers have approached us from Canada, Iceland, Finland, USA, Netherlands, Lithuania and Taiwan

Brand awareness

- Social media and PR
- Digital Marketing and Advertising
- Mail and in-store sampling
- Promo vehicles and pop-up bars (Post-Covid)
- Point of Sale marketing material

E-commerce partnerships

- Not On The High Street
- 5pm
- Amazon
- 31 Dover
- Spirits Kiosk

Continued engagement

- Retention reliant on quality and taste
- Promos to engage and incentivise re-purchase
- Dedicated digital retention strategy

MARKET POSITIONING

A UNIQUE MIX OF SUPERIOR INGREDIENTS, FLAVOURS AND TASTES

V A C A Y

SIPSMITH™

ACE + FREAK

EAST LONDON
LIQUOR CO.

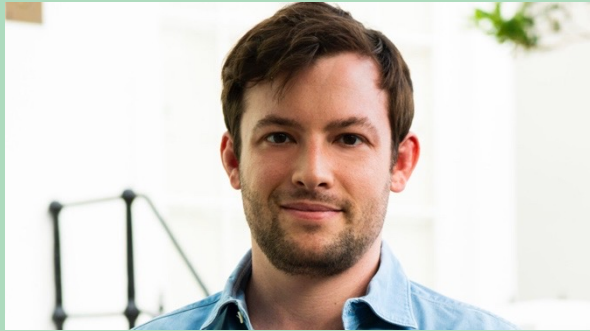
M&S
EST. 1884

	V A C A Y	SIPSMITH™	ACE + FREAK	EAST LONDON LIQUOR CO.	M&S <small>EST. 1884</small>
Direct Competitor	✓	✓	✓	✓	✗
All natural ingredients	✓	✗	✓	✓	✗
Superior taste and blend	✓	✗	✗	✗	✗
Recognised cocktail flavours	✓	* ✗	✗	✗	✓

*other than Gin and Tonic

THE TEAM

An experienced team of Finance, ready-to-drink and FMGC experts



Christopher Caruso
Founder

- Background in Private Equity and Real Estate Investment
- Six years of investment and asset management experience in the UK, Spain, Ireland, Germany and Nordics
- Expertise and track record in team assembly and management



Joe Brouder
Head of Sales

- Over a decade of sales management experience at Britvic, Carlsberg and Timothy Taylor
- Founder of The Drink Sales Network for industry best practice and innovation
- Founder of 2em as specialist sales strategy agency for the drinks industry

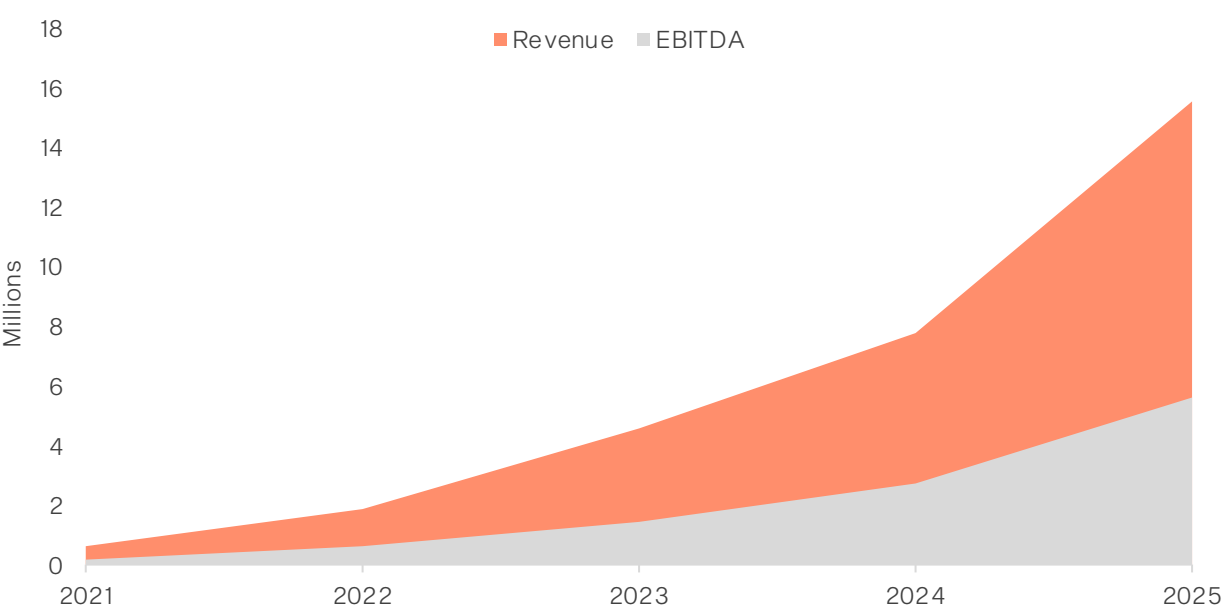


Andy Smallman
Production & Supply Chain Advisor

- Over 25 years experience in FMCG, Retail and Wholesale for on and off-trade
- Leader of complex programmes in corporate and SME organisations
- Record of achieving objectives in a highly competitive marketplace

FINANCIAL PROJECTIONS

	2021	2022	2023	2024	2025
Revenue	£613,530	£1,866,767	£4,562,674	£7,773,966	£15,547,932
Expenditure	£353,077	£1,099,573	£2,708,144	£4,516,704	£ 9,033,409
EBITDA	£161,626	£ 626,715	£1,435,681	£2,732,123	£ 5,608,270



	Growth Targets
Year 1	410 retail locations, 5 wholesalers
Year 2	820 retail locations, 1 major tier 2 retailer, 5 wholesalers
Year 3	1,600 locations, 1 major tier 1 retailer, 10 wholesalers
Year 4	3,000 locations, 2 Major Tier 1 retailers, 15 domestic and international wholesalers
Year 5	6,000 locations, 3 Major Tier 1 retailers, 20 domestic and international wholesalers

INVESTMENT OPPORTUNITY

Raising

£250k

(EIS / SEIS Advanced Assurance)

Pre-Money Valuation

£1.5m

In return for

14.29%

equity in VACAY Drinks Ltd

Objectives

- Drive growth through sales team
- Achieve £600k annual revenue
- Increase brand awareness and PR
- Secure national listings

Exit

Trade sale to major conglomerate/brewer in 5 years

Runway

12 months

Use of Funds

