

A tropical beach scene with a thatched umbrella, lounge chairs, and a turquoise bar. The background shows a clear blue sky with scattered white clouds, a calm turquoise ocean, and a white sandy beach. In the foreground, there is a large thatched umbrella on the left, two white lounge chairs, and a small round table. A turquoise horizontal bar is positioned in the lower middle of the image.

*Escape*

WITH

**coco**

PRE-MIXED RTD'S WITH REAL COCONUT WATER

ENJOYCOCO.COM





CAN YOU PUT A

*Vacation*

IN A

*Car?*

WITH OUR CRAZY LIFESTYLES THESE DAYS

WE ARE ALL LOOKING FOR AN

*Escape*





NATURALLY

Refreshing



COCO  
VODKA

#COCOVODKA #VACATIONINACAN



REFRESHINGLY

# Smooth



**COCO  
RUM**

#COCORUM #BEACHPARTYINACAN



# THE COCO RANGE



**NEW** CANS

ENJOYCOCO.COM

#YEARROUNDESCAPE



Convenient

# COCO PACKS

**COMING SOON**

2020



**NEW** 4 PACK







## TAPPING INTO CONSUMER TRENDS

### BETTER FOR YOU

The global health & wellbeing trend has meant consumers are more educated on what is good for you and are actively seeking out **'better for you'** options.

Vodka drinkers want to know what they're getting and why it's a good choice, whether it be lower sugar or no artificial ingredients

### QUALITY

Consumers will pay more for brands that are aspirational and they can connect with. Craft beer and cider have successfully done this by delivering brands with authenticity and credibility both in the brand personality and liquid quality. Most RTD's have been the polar opposite of this, full of fake stuff, too sweet, too big, too bubbly, too colourful. There's nothing real about it!

Vodka drinkers believe they are making the best choice when it comes to alcohol - **they want purity, clarity and style no matter what the format.**

### PEER INFLUENCE

Digital access to information and social media connectivity has put consumers in the driving seat with the influence of peer reviews eclipsing traditional media influence, From Facebook, Instagram to Yelp or online bloggers, any can help a brand go viral overnight.

Vodka drinkers want a perfect mix in a convenient format, but it can't have the gripes of "old RTD" both in terms of personality and packaging or liquid quality. **Get it right and they will sell it for you.**







# CoCo WHY THIS PRODUCT

Coconut Water is a natural isotonic, sweet but low in sugar with less than 6 grams per 100ml. It also contains **5 essential electrolytes - sodium, magnesium, calcium, potassium and phosphorus.** And is classified as a superfood.

- In 2013 the leading two growth regions for Coconut water were Australasia, registering a phenomenal volume increase of 45%, followed by North America with 31% due their natural health and well being. Australia specifically seeing growth of up to 150% year on year
- CoCo taps into the fast growing trend of consumers seeking “better for you” drink options.
- Cocktails with vodka and rum are rising by 190%. This reinforces the need for a product like CoCo and highlights that there will be category acceptance.
- CoCo uses the highest quality ingredients such as tripple distilled vodka & premium white rum.

By combining *premium triple distilled vodka* with pure coconut water, a natural ‘better for you’ base ingredient, and providing it in a premium pack format, CoCo has been able to tap into the hottest consumer trends that are influencing consumers.

Good things start with **CoCo**



# PRODUCT INFORMATION



**COMING SOON**

2020



## COCO RUM ORIGINAL

Combines FRESH Coconut Water with Premium Carribean White Rum and finishes smoothly with the refreshing twist of sparkling water



## COCO VODKA ORIGINAL

Combines FRESH Coconut Water with Triple Distilled Vodka and finishes smoothly with the refreshing twist of sparkling water.



## COCO VODKA LIME

Combines FRESH Coconut Water with Triple Distilled Vodka, a splash of fresh **LIME** juice, and finishes smoothly with the refreshing twist of sparkling water.



## COCO VODKA PINEAPPLE

Add a bit of the TROPICS to a splash of fresh **PINEAPPLE** juice, and finishes smoothly with the refreshing twist of sparkling water.







# COCO RETAIL TRENDS



## CUSTOMERS LOVE COCO

- The 4 packs are convenient and easy to carry
- The 4 packs are easy to stack
- Cans can go everywhere, and are easily recyclable
- CoCo is "better for you" beverage compared to many traditional sugary RTD's on the market.
- Refreshingly different. Hydrating, Easy to Drink, Thirst Quenching and FUN.

## CUSTOMERS WANT QUALITY

- CoCo offers 100% all-natural coconut water
- CoCo uses Triple Distilled Vodka, and Premium White Rum
- We bring value because CoCo contains Quality ingredients at the same price of traditional RTD's
- The only Coconut water based RTD on the market with Rum and Vodka options.
- Coconut water is low in calories, high in Vitamin B and Potassium, and naturally contains electrolytes, protein, fibre, Vitamin C and Magnesium.

## RTD'S ARE GROWING

- Ready-to-drink beverages are exploding with consistent Year over Year growth
- RTD's offer a variety of appealing options
- They are EASY and Convenient





# COCO SOCIAL MEDIA & MARKETING

IN STORE TASTINGS  
SOCIAL MEDIA  
LOCAL AND NATIONAL PR  
LOCAL AND  
NATIONAL INFLUENCERS





# COCO SOCIAL MEDIA & MARKETING



CASE DISPLAYS  
SHELF TALKERS  
POSTERS  
ANY OTHER POS YOU FEEL  
WOULD WORK BEST





WHETHER YOU ARE RELAXING, DANCING, CHILLING,  
SURFING, PARTYING, GOLFING OR PLAIN OLD HANGING  
WITH FRIENDS AND FAMILY...COCO IS PERFECT FOR ANY  
OCCASION, ANYWHERE AND ANY SEASON.

BRING A LITTLE MORE PARADISE TO YOUR LIFE! *ALL YEAR ROUND!*

CHEERS FROM THE COCO TEAM.  
ENJOY AND DRINK RESPONSIBLY.



---

coco



# Contact Us

**MARK CONVERY**

MARK@COCOVODKA.COM

DIRECT: 416-829-7151

**AV GREWAL**

AV@COCOVODKA.COM

DIRECT: 416-666-2382



# COCO



ENJOYCOCOLIFE



ENJOYCOCOLIFE

ENJOYCOCO.COM





Welcome

TO THE **CoCo** LIFE

PRE-MIXED RTD'S WITH REAL COCONUT WATER

ENJOYCOCO.COM

