

IG BEVERAGE

INVESTMENT OPPORTUNITY

Premium ready-to-drink cocktail concepts built around bold flavor, energy-forward positioning, and a scalable 242 product platform.

**THE NEXT PREMIUM
PREMIXED GENERATION
OF DRINKS IS HERE**



242 Energy Vodka Peach / Mango • 242 Energy Cola X Whiskey •
Future flavor extensions

Confidential investor discussion brief • Concept renderings shown • 21+ only

UNLEASH THE GLADIATOR

EXECUTIVE SNAPSHOT

IG Beverage (Gladiator International Beverage) is positioning the 242 platform for the premium ready-to-drink cocktail space with bold flavor profiles, strong shelf presence, and an energy-forward brand identity. The portfolio shown here is designed to move from a single product idea into a scalable product family across vodka, whiskey, cola, fruit flavors, and future extensions.

PREMIUM READY-TO-DRINK PLATFORM

Vodka • Whiskey • Energy Cola • Flavor extensions

242 Energy Vodka Peach
Premium vodka + peach flavor

242 Energy Vodka Mango
Premium vodka + mango flavor

242 Energy Cola X Whiskey
Whiskey + great cola flavor



The Core Opportunity

A premium, premixed drink platform that can be merchandised as ready to drink, easy to understand, and built for flavor-driven adult consumers.

- Energy Cola x Whiskey
- Energy Cola x Whiskey Lime
- Energy Vodka Peach
- Energy Vodka Mango
- Additional flavor extensions

Market Context

The global ready-to-drink cocktails market is a multi-billion-dollar category. Grand View Research estimates the category at \$3.693 billion in 2025 and projects \$10.721 billion by 2033. The 242 platform is designed to enter this space with a distinctive bottled premium look, high-impact branding, and expandable flavors.

Sources to verify before investor distribution: Grand View Research RTD Cocktails Market Report; IWSR RTD market insights; DISCUS Annual Economic Briefing 2025.

WHY THIS OPPORTUNITY IS WORTH A CLOSER LOOK

The 242 beverage line is built around a simple investor thesis: premium ready-to-drink cocktails can win when the brand is memorable, the flavor proposition is clear, and the product family can expand without losing its identity.

<p>Premium RTD Positioning</p> <p>Ready-to-drink convenience with a more elevated bottle presentation and bold flavor-forward positioning.</p>	<p>Expandable Product System</p> <p>The 242 name can support multiple expressions: vodka, whiskey, cola, lime, peach, mango, and future seasonal flavors.</p>
<p>Distinctive Shelf Identity</p> <p>Black, gold, red, and gladiator-inspired design cues create a strong visual system across products.</p>	<p>Multiple Use Occasions</p> <p>Built for social events, convenience retail, hospitality, tastings, outdoor gatherings, and adult lifestyle occasions.</p>
<p>Clear Consumer Message</p> <p>Premium vodka or whiskey, superior energy formula, and recognizable fruit/cola flavors make the concept easy to understand.</p>	<p>Investor Timing</p> <p>The category has room for brands that combine convenience, flavor variety, and a strong story that can be marketed online and at events.</p>

Initial Product Portfolio

Product	Concept	Current Mockup Detail	Role in Portfolio
242 Energy Vodka Peach	Premium vodka with peach flavor	7.5% alcohol shown on label	Fruit-forward vodka entry
242 Energy Vodka Mango	Premium vodka with mango flavor	7.5% alcohol shown on label	Tropical flavor extension
242 Energy Cola X Whiskey	Premium whiskey with great cola flavor	7.5% alcohol / 12 oz shown on label	Bold cola-whiskey flagship
Future Extensions	Whiskey Lime and additional flavors	Final labels/formulas to be confirmed	Keeps the line fresh and expandable

GROWTH PLAN & INVESTOR CONVERSATION

Investment capital would support the move from concept and product presentation into a disciplined commercialization path, with emphasis on compliance, production readiness, brand building, and distribution development.

1. Product Readiness	2. Brand & Demand Creation	3. Distribution Growth
<ul style="list-style-type: none"> Finalize formulations and flavor profiles Confirm packaging, labels, and regulatory requirements Validate cost of goods and production partners 	<ul style="list-style-type: none"> Professional product photography and campaign assets Retailer/distributor sell sheets and pitch materials Influencer, event, tasting, and social media activation 	<ul style="list-style-type: none"> Target priority retail and hospitality accounts Build distributor conversations and sell-in strategy Prepare inventory, fulfillment, and launch calendar

Use of Proceeds

Compliance & Licensing Label review, alcohol beverage requirements, state and federal compliance support.	Manufacturing Setup Co-packer engagement, formulation runs, packaging, materials, and quality controls.	Marketing Launch Brand assets, retail materials, events, tastings, influencer content, and media.
Sales & Distribution Retail/distributor outreach, sales samples, trade presentations, and account development.	Inventory & Working Capital Initial production, packaging deposits, shipping, storage, and launch operations.	Professional Services Legal, accounting, insurance, and investor documentation support.

Investor Call to Action

Do not miss the opportunity to review IG Beverage as it prepares a premium 242 ready-to-drink portfolio for the market.

For More Information

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Important note: This preliminary document is for discussion and presentation purposes only. It is not an offer to sell securities or a solicitation to buy securities. Any investment opportunity would be subject to due diligence, definitive legal documents, compliance review, alcohol beverage licensing, financial verification, and applicable federal and state laws. Product images are concept renderings/mockups unless otherwise verified; final labels, formulations, claims, ABV, packaging, and distribution details may change.