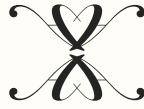


Alma



Alma 360

The new Standard in Brand Activation & Reward

At Alma, we're redefining what it means to be a juice company. Beyond taste, freshness, and packaging, we're building a **brand rooted in community, appreciation, and meaningful engagement**. Our mission is to create experiences and deliver rewards for everyone involved in bringing our juice to life, from the production line to the point of consumption.

We're proud to be the first juice company to champion every unsung hero in the supply chain: drivers, pickers, packers, barbacks, warehouse staff, co-packers, bartenders, and more.

These individuals are vital to our success and deserve recognition.

Our activation model will launch with a QR code reward system within the next 12 months, offering creative, accessible ways to show appreciation. From POS activations to co-branded merchandise, Alma will make sure our entire network **feels included, valued, and part of something special**.





The qr code system

Every Alma carton and outer case will feature a **scannable QR code**, allowing individuals to participate in monthly campaigns, access rewards, and connect directly with the brand. These QR codes are not just for consumers, they're designed to reach:

- Co-packers
- Pallet and warehouse staff
- Distribution and Arctic drivers
- Retail shelf fillers
- Bar staff and barbacks
- Event partners and wholesalers
- End consumers

Active call-to-actions on the outer cases will encourage people to scan for a chance to win prizes, ensuring everyone knows about the opportunities. Campaigns will also be announced via **word of mouth, social media, and newsletters**, creating multiple touchpoints to engage with the brand.



How it works

Each month, we launch a new engagement campaign powered by our QR code system. These campaigns are designed to **connect with different audiences, encourage interaction, and reward participation with meaningful prizes.**

Campaign Example: **Best Social Post Challenge**

1. Participants post a photo featuring Alma.
2. They tag our official account and use the designated campaign hashtag.
3. We select a winner at the end of the month.
4. The winner receives a £250 voucher of their choice.

We will also tailor **QR rewards for partners** such as festivals, bars, and wholesalers, unlocking prizes, exclusive experiences, and co-branded activations.

Future reward mechanisms could include:

- Exclusive access to merch and co-branded gear
- Invites to cocktail/mocktail masterclasses
- Sponsorship or feature in Alma communications
- Free case giveaways
- Experience-driven rewards through ecosystem partners (e.g. travel, dining, wellness)





Venue Partnerships & Social Media Drives

Another key activation initiative will be **direct collaborations with venues**. Through social media-driven giveaways and reward campaigns, we will help drive traffic to specific bars, restaurants, or hospitality venues that serve Alma.

By spotlighting these partners and encouraging community engagement, we aim to:

- Boost footfall through QR-linked promotions

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- Run limited-time giveaways tied to specific locations

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- Feature venue-specific offers and co-branded content

Our primary focus will be working with **bars, clubs, restaurants, festivals, and event planners** via our wholesale network, **ensuring Alma is integrated into key hospitality experiences.**





Co-Branded Merchandise & Seasonal Campaigns

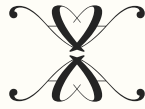
We will develop custom glassware, bar merchandise, and co-branded clothing that **celebrates partnerships, seasonality, and key events or campaigns.**

Examples include:

- Limited-edition summer festival glassware and reusable cups
- Bar team apparel for exclusive partner venues
- Holiday-themed clothing drops in collaboration with hospitality partners
- POS kits featuring unique, co-branded seasonal merchandise

These unique items will:

- Highlight our collaborations with bars, festivals, and hospitality venues
- Create collectible, memorable merchandise that reinforces our brand identity
- Enhance visibility in both on-trade and off-trade environments through creative POS and stylish branded items



Why it matters

Most brands ignore the people behind the scenes. Alma exists to do the opposite.

We believe the hospitality world is held up by a vast network of hardworking people who rarely get recognition. Our **360 approach** ensures that everyone — from production to pour — has the opportunity to benefit.





Thank You.