

Squeēzy Drinks

*A New Marketing Model
for Juice in Hospitality*

Introduction

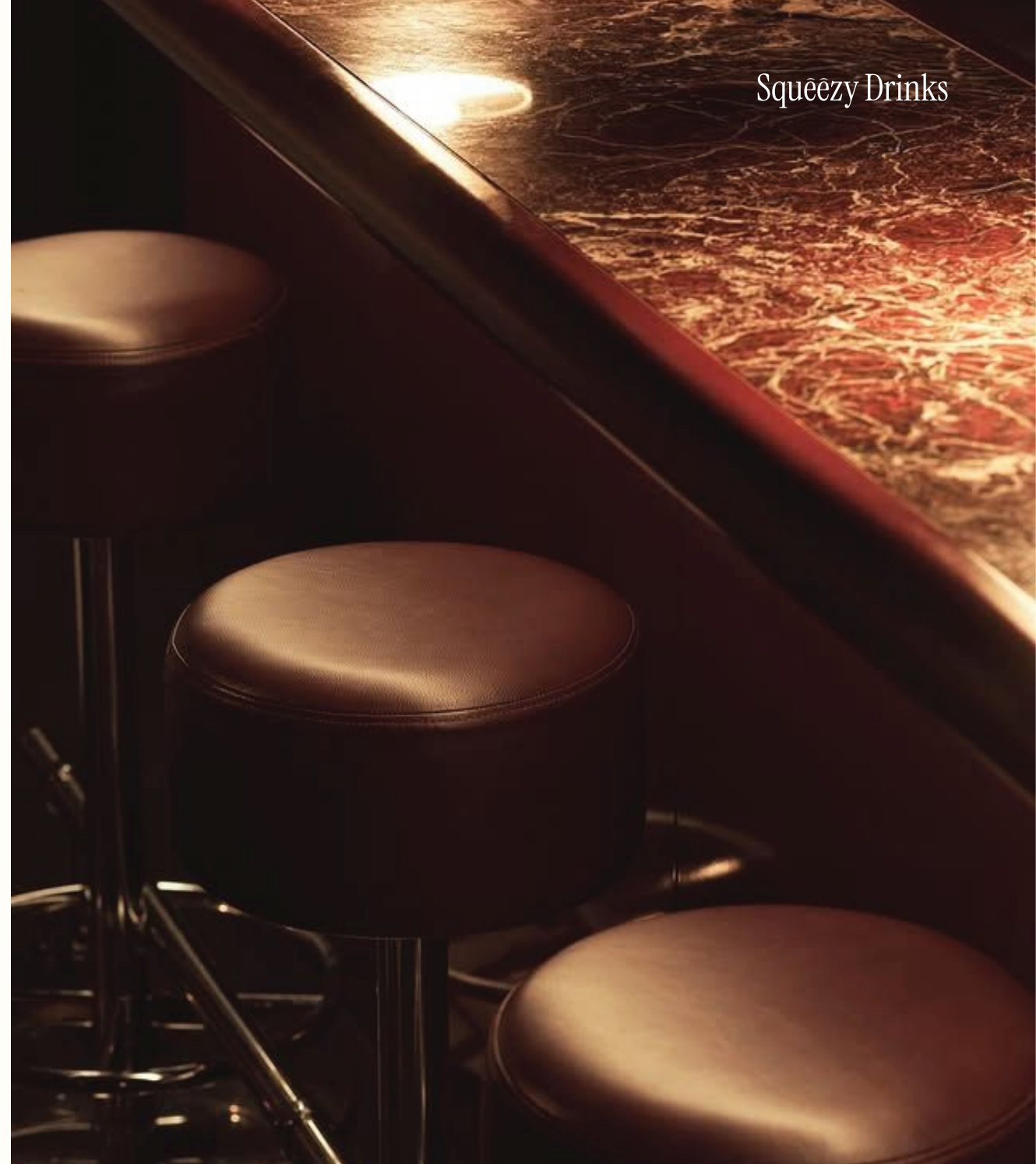
This document outlines the marketing strategy for Squeezy Drinks Ltd., focused on the launch and growth of its **beverage portfolio**, beginning with Alma and followed by Recuerdo.

Squeezy Drinks is building the UK's only **full-range, hospitality-first juice company**, spanning both premium NFC and value-led from-concentrate formats. The initial focus is the successful launch of **Alma**, a premium long-life juice range positioned to meet the needs of modern hospitality operators. Following the establishment of Alma, the company will expand its market presence through the introduction of **Recuerdo**, a complementary brand within the broader drinks portfolio.

- *Red Bull spends over 3 billion dollars annually on marketing.*
- *Fever-Tree invests 10% of revenue into brand and activation.*
- *Juice brands invest almost nothing — leaving the category invisible.*

No juice brand has a clearly defined, recognisable strategy in hospitality.

Leading beverage brands invest heavily in building presence and behaviour.



What strong brands do differently

Strong beverage brands don't rely on distribution alone — **they actively build demand.**

They invest in brand, activation, and engagement to influence behaviour at **every level of the market.**

This also creates a clear and recognisable **brand identity**, helping position the product in the minds of both purchasers and consumers. This drives **visibility, increases product usage**, and creates consistent **repeat purchasing** within venues. As a result, these products are not just stocked — they are actively **promoted, recommended, and embedded in the customer experience.**

Strategic Thesis

Core Truth

The juice category is widely seen as **unbuildable from a brand perspective**.

It is assumed that performance is driven by price, quality, and distribution — not brand, marketing, or engagement.

As a result, no company has attempted to build a **true category-leading brand in hospitality**.

Very few consumers can name a juice brand — yet venues actively choose and promote brands.

Other “commodity” categories — like tonic — have proven this assumption wrong.

Why now?

The juice category has historically seen little investment in brand engagement, with focus largely limited to **pricing, quality, and distribution**.

In contrast, categories such as energy drinks, spirits, and mixers have demonstrated the impact of strong brand-led engagement. Fever-Tree, for example, did not create a new category — **it reshaped how consumers and venues engage with it**.

The juice category has seen **limited innovation** across product, packaging, and positioning, reinforcing its **status as a commodity**.

Combined with advancements in digital engagement and reward-based interaction, the conditions now exist to build a **brand-led model** within the category. The opportunity is to be **the first to execute this model** at scale within the juice category.

The Squeezy Model

We build demand by aligning and rewarding every participant across the **hospitality supply chain**.

By driving consistent behaviour across every touchpoint. The model is built around behaviours already present within hospitality, **enhanced through structured incentives**.

This approach reflects a **deliberate strategy** — ensuring value is created across **all levels of the market**. This drives stronger **brand loyalty**, increased **product usage**, and more consistent **repeat purchasing** across the market.



How the Model Works

The model drives behaviour across **five key participant groups**.

The system is designed to be **repeatable and scalable** across participants and environments.

- Supply Chain

Engage with and support the brand through participation in the system

- Influencers / Behaviour Drivers

Recommend and advocate for the product within the venue

- Venue Decision Makers

List and actively support the product within the venue

- End Consumers

Actively choose and request the brand within the venue

- Operational Stakeholders

Actively support and prioritise the brand within their operations

Key Initiatives

Digital Engagement

Drives direct interaction and engagement with the brand across digital touchpoints.

Experiential Activation

Elevates brand perception and positioning through real-world experiences, while rewarding and engaging participants across the ecosystem.

Social Media and Content

Builds a dynamic and evolving brand presence through content, collaboration, and user-generated engagement.

In-Venue Visibility

Strengthens brand presence and reinforces product visibility through distinctive in-venue execution.



X Alma

Digital Engagement

Participants interact with the brand through **QR-enabled touchpoints across products, venues, and digital channels**. Each interaction prompts a simple action — such as content creation, product engagement, or social sharing.

These actions are incentivised through **rewards, competitions, and experiences**, driving **ongoing participation**. For example, a participant may share content to win rewards such as a £250 voucher or venue experiences like cocktails at partner locations.

Rewards are designed to **feed back into the ecosystem** — driving visibility, supporting partner venues, and reinforcing brand presence.

As the system grows, the **model evolves** — enabling more targeted campaigns, creative rewards, and deeper engagement. Initial activations will focus on a **small number of partner venues** and participants to validate engagement and refine the model before scaling.



Experiential Activation

The brand creates **real-world experiences** to bring participants together and strengthen relationships across the ecosystem.

Events and activations are used to reward partners, staff, and stakeholders — reinforcing **engagement and loyalty**.

These shared experiences create memorable moments that elevate brand **perception and positioning**. By bringing the ecosystem together in physical environments, the brand builds deeper connections and reinforces **long-term alignment**.

For example, hosted events at partner venues bring together staff, stakeholders, and customers to celebrate, reward participation, and strengthen relationships.

Social Media and Content

Ensures consistent brand messaging and positioning while building an active and engaging **digital presence**.

The strategy is driven by **user-generated content**, encouraging participants across the ecosystem to create and share content.

Content creation is incentivised through **rewards**, driving ongoing participation and brand visibility.

Collaboration between venues, partners, and creators amplifies reach and reinforces brand presence across **digital channels**.



In-Venue Visibility

Shapes the in-venue environment, influencing staff behaviour and enhancing **customer perception**.

Strong and distinctive in-venue execution reinforces brand presence and ensures the product is **consistently visible**.

This drives increased product usage, strengthens brand recall, and supports more **consistent ordering** within the venue.



Budget & Investment Framework

Marketing investment is directly linked to business performance, with 5% of gross profit allocated on a scalable basis. This ensures disciplined spend in early stages, while allowing meaningful expansion as the business grows.

Indicative Marketing Investment

- 2026 (from Aug): £2,150
- 2027: £24,000
- 2028: £61,000
- 2029: £83,000
- 2030: £85,600

Investment scales in line with growth, maintaining alignment between marketing activity and commercial performance.

Indicative Marketing Investment

- 50% — Digital Engagement and Rewards Infrastructure
- 15% — In-Venue Activation and Engagement
- 35% — Brand Amplification and Experiential Activation

Allocation remains flexible, allowing capital to be deployed dynamically based on **performance and opportunity**.

Rollout Plan

The strategy is designed to scale in line with business performance, partner participation, and brand adoption.

Phase 1: Launch & Early Adoption

Initial rollout focused on onboarding key partners, activating early participants, and establishing presence within the market. Early initiatives prioritise engagement, testing, and building initial traction across the

Phase 2: Expansion & Optimisation

As participation increases, the model expands across additional venues, partners, and stakeholders. Campaigns become more targeted, with increased focus on optimising engagement,

Phase 3: Scale & System Maturity

With a developed ecosystem, the model scales more efficiently, enabling larger activations, deeper partnerships, and broader market reach.

The system evolves into a self-sustaining engine driving consistent demand and brand growth.

Progression through each phase is driven by commercial performance, partner engagement, and overall brand traction — ensuring a flexible and sustainable rollout.rewards, and performance.

Why this wins?

This strategy takes a fundamentally **different approach** to building a beverage brand in hospitality. Rather than focusing solely on distribution or end consumers, it engages and aligns the **entire hospitality ecosystem**.

This creates a model that is not only highly differentiated, but inherently scalable as participation increases. Proven initiatives are reimagined and executed in more **original and impactful ways**, reinforcing brand distinction at every touchpoint.

As the system grows, it strengthens itself — **driving sustained demand, deeper relationships, and long-term brand value and revenue growth**.

Thank You.

Thank you for taking the time to read.
For further information or to discuss the opportunity, **please get in touch.**

