

THE
ORIGINAL
Southside





ORI-GIN STORY

REVIVAL OF THE FITTEST®

As with most classic cocktails, their true origins are shrouded in mystery. The Southside is no different. There are multiple candidates for its creation and even the most legendary living bartenders can't agree on how it's made or served.

From Hugo Enslinn's 1917 Mixed Drink book to the Long Island Southside Sportsmen's Club, few know where this century old craft cocktail really came from.

The story that we're sticking with is the *fun* one that harkens back to 1920's Chicago during Al Capone's time. During Prohibition, Chicago was very much a gangland split between the north and south. The gangs of the north cornered the high quality spirits market by smuggling it across the border from Canada. This left the *south side* gang with no choice but to sell locally made spirits (literally bathtub liquor).

The south side's liquor tasted awful and made people sick. Bartenders on the south side started adding sugar, citrus, and even mint to mask the flavor and imperfections. And just like that, the "Southside" cocktail was born.

We are reviving cocktails lost to the throws of time, a *revival of the fittest* if you will. While you sip your Southside, you too can ponder its convoluted history and smile knowing it is back for good.



Southside



PRODUCT + CATEGORY

WHY SOUTHSIDES?

By now, hopefully you've had your first taste (or two) of this crisp, refreshing, aromatic cocktail. We believe our recipe speaks for itself, but it gets better...

We developed an innovative, unique and sustainable brand based on key factors we bring to the table:

- **CERTIFIED ORGANIC**
- **NON-GMO**
- **GLUTEN-FREE**
- **VEGAN**
- **REAL CANE SUGAR**
- **FEMALE FOUNDED**
- **HIGH ABV (10%)**
- **PREMIUM PACKAGING**
- **CONSISTENT FORMULA**
- **EARLY GIN RTD MARKET MOVERS**



Southside

CONSUMER PERCEPTION:

WE THINK THE ORIGINAL SOUTHSIDE IS THE SH*T. DON'T TAKE OUR WORD FOR IT,
SEE WHAT EVERYONE ELSE IS SAYING:

"IT'S BEEN A LONG WEEK AFTER ORDERING MY UNGRATEFUL CHILDREN PIZZA I OPENED MY CANNED COCKTAIL. THAT DRINK IS ON POINT! SO DELICIOUS."

JODI

"THESE REALLY HIT THE SWEET SPOT BETWEEN REFRESHING AND DELICIOUS. I WILL DEFINITELY BE ORDERING MORE!"

CHARLIE F.

"THIS IS MY NEW FAVORITE DRINK! IT WAS TART, LIGHT, AND SO EASY TO DRINK. I LOVE THE BLEND OF LEMON AND MINT TOO - SUPER REFRESHING."

JESSICA

"LOVE THE FACT THAT IT'S MADE WITH ORGANIC INGREDIENTS. SO LIGHT AND REFRESHING!"

MADDIE

"INSANELY DELICIOUS FOR BEING 10% ABV."

SAM

"THIS READY TO DRINK COCKTAIL IS LIGHT, REFRESHING, AS WELL AS PACKS A PUNCH! WASN'T A GIN DRINKER IN THE PAST, HOWEVER, THIS DRINK HAS CHANGED MY THINKING! WHEN I TRIED THIS RTD IT WAS SERVED OVER ICE WITH FRESH MINT AND LEMON JUICE!"

JAY C.

"HAD THE PLEASURE OF ENJOYING SEVERAL OF THESE OVER THE NEW YEAR HOLIDAY. BEST READY TO DRINK COCKTAIL OUT THERE. EVEN NON-GIN DRINKERS NEED TO TRY THIS. DRINK UP!"

JOHN

"SO REFRESHING. I HAVE ALWAYS LOVED SOUTHSIDE COCKTAILS AND IT'S SO EXCITING TO SEE THEM IN A READY-TO-DRINK CAN. I WILL BE BRINGING THESE TO EVERY PARTY FROM NOW ON."

ALEX

Southside

AS SEEN IN...

THE
Southside

Forbes

"THE
ORIGINAL
SOUTHSIDE...
PERFECT FOR
SUMMER"

MEN'S JOURNAL

"BEST
CANNED
COCKTAILS OF
2024 TO
DRINK THIS
SUMMER"

SNAXSHOT

"HOTTEST
NEW SPORTS
DRINK? GIN."

INSIDEHOOK

"THE BEST
NEW CANNED
COCKTAILS
FOR SUMMER"

VOGUE

"CIAO LUCIA
CO-HOSTED
DINNER WITH
THE ORIGINAL
SOUTHSIDE"

CHILLED®

"CHECK OUT
THE ORIGINAL
SOUTHSIDE"

[CLICK HERE](#) FOR ALL PRESS

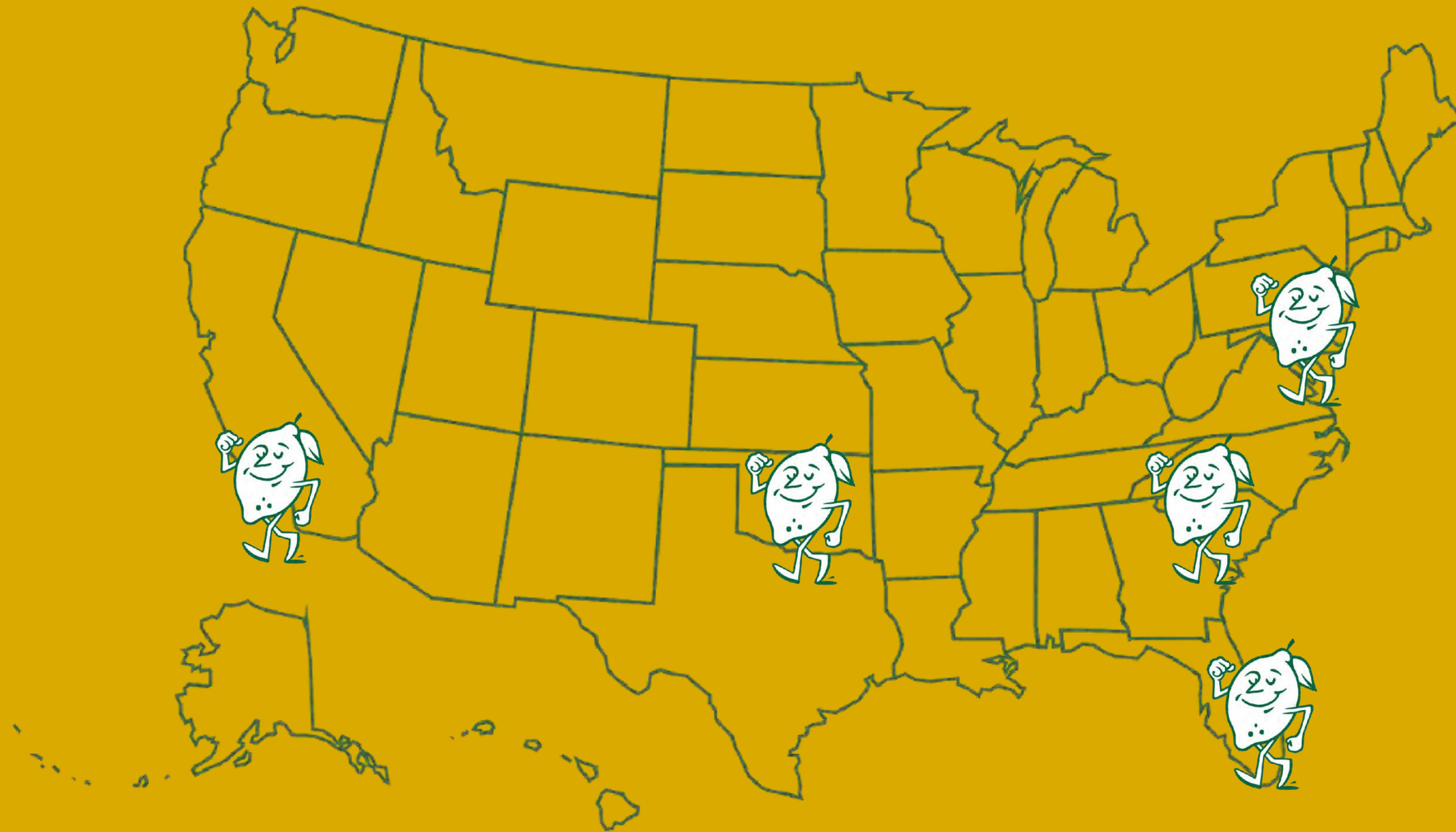




The Plan to Go Nationally

Current ROUTE TO MARKET

CURRENT MARKETS + DISTRIBUTORS + RETAILERS



LAUNCH STRATEGY

We follow a unique launch strategy and have turned our attention to more traditional forms of media and awareness vs. current, more digital marketing trends. Our key focus is on new customer acquisition and encouraging “**liquid to lips.**” Our goal is to increase both consumer mental availability and physical distribution to ensure more behaviorally loyal buyers.

WE HAVE IDENTIFIED THREE CRITICAL GO-TO-MARKET TACTICS:

1. Industry Festivals

- *Ex. LA WineFest, Tales of the Cocktail*

2. Key Partnerships

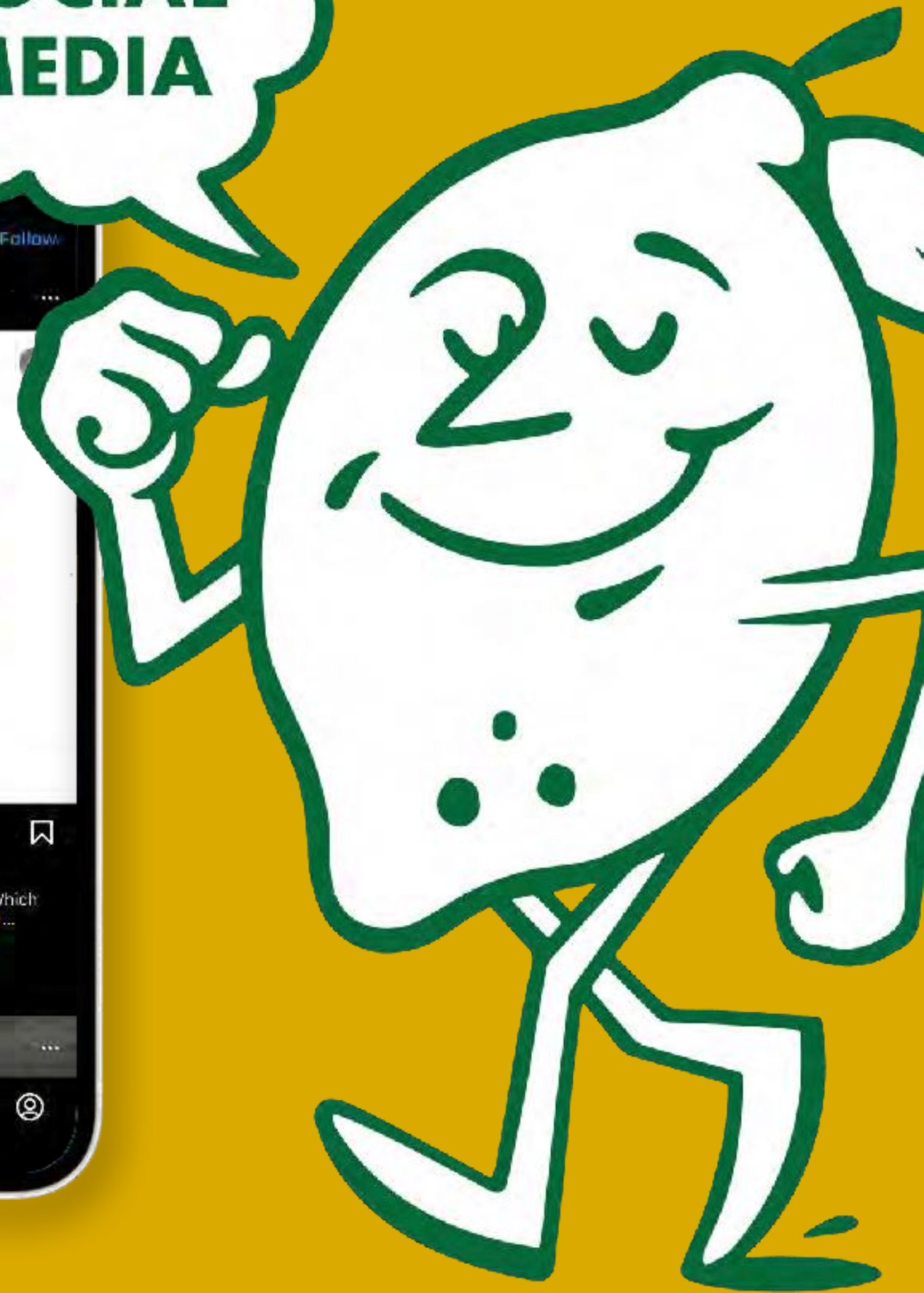
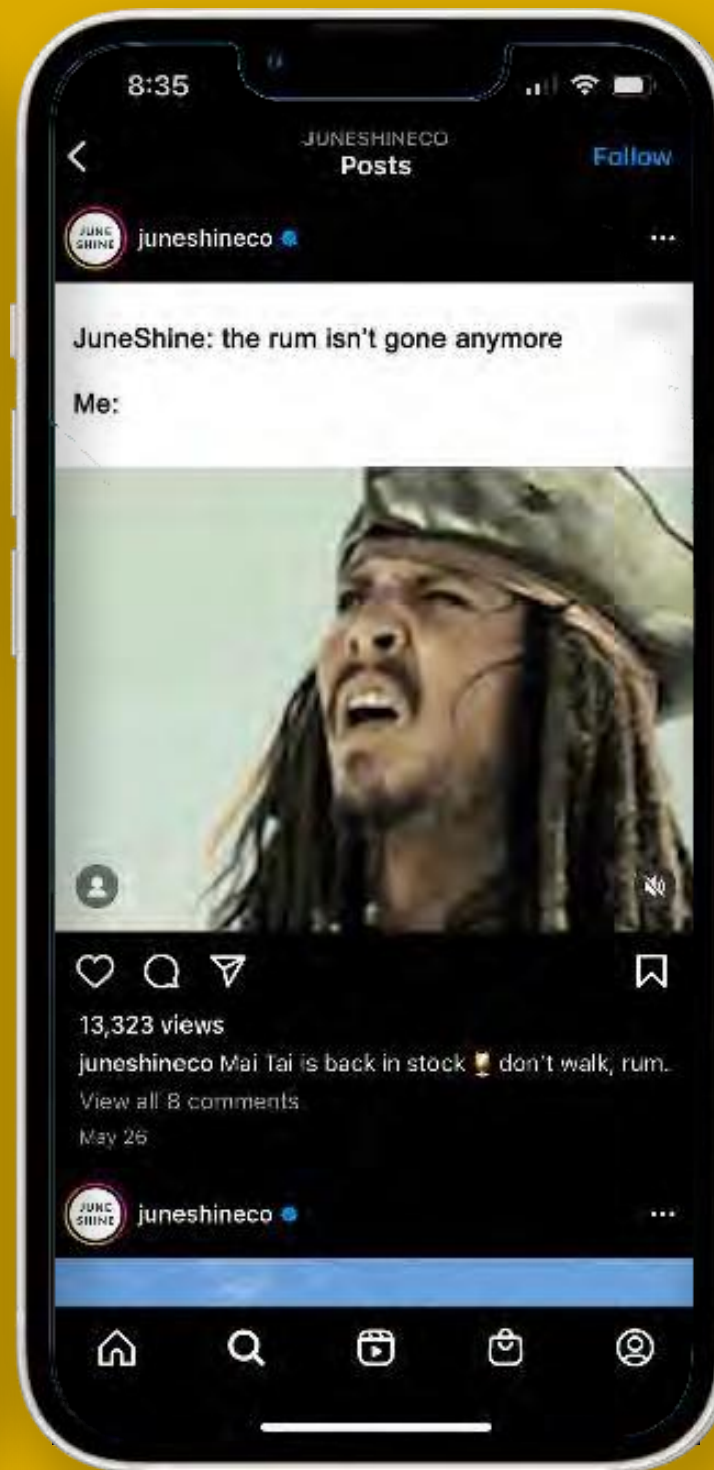
- *Ex. Blade - Exclusive RTD of Montauk Sky and Hampton's Streamliner*

3. Branded “Liquid to Lips” Events

- *Ex. NYC + Nashville Tastings, Ciao Lucia x Rixo Co-Hosted Dinner*
- *UPCOMING: Bridgehampton Polo, Sotheby's LA Open Houses, LPGA*

LAUNCH STRATEGY CONT.

F*CK!
SOCIAL
MEDIA



LAUNCH STRATEGY CONTINUED: #MOODBOARD

We are taking a different approach when it comes to social media marketing. We understand social and digital are popular choices for certain brands, but we're not following the crowd. Social is saturated, and Southsides are something to experience in real life (IRL).

Pinterest-like mood-board and aesthetic accounts provide users with a visual escape from their reality. The Original Southside (@drinksouthsides) will have a social media profile that encourages users to peek into our world, then visit our website to find us "IRL." This allows users who still use social media to tag @drinksouthsides if they'd like and lead them to our page to learn more about the brand, this delicious cocktail, and more.

We want to take the pressure OFF posting when you're drinking your Southside. Whether you're at the pickle ball courts or relaxing on the beach, live in the moment and live your best life with the help of The Original Southside.







MEET THE FOUNDER

Meredith Leah Mills-Merritt is a consumer brand builder, CEO, entrepreneur, and investor focused on building brands with a “better for you” focus and sustainable environmental impact. Meredith is the founder of MMG Consulting, a global consulting business where she consults with the development of spirits, beauty, and other consumer goods. She is the founder and CEO of Southside Beverage Holdings, Inc. where she drives all business operations, advertising and brand partnerships along with the development of new RTD products.

As a leader constantly thinking about what consumers might want next, she is dedicated to producing delicious, craft-style cocktails without compromise. Meredith has a passion for helping brands (and people) succeed. Meredith's strategic expertise and guidance have earned her a reputation as a sought-after consultant and thought leader, reflecting her passion for helping brands and people excel.

MBA, SMU Cox School of Business

MS, Consumer Behavior, USC Marshall School of Business

USC Lloyd-Grief Entrepreneurship Incubator + TROY Labs Accelerator





CREDIBILITY

AWARDS

DON'T JUST TAKE OUR WORD FOR IT...PEOPLE F*CKING LOVE US.

THE
Southside



CHILLED SPIRITS AWARD

Represents advancements in distillation practices and continuous pursuit of progress. A symbol of visionary thinking, groundbreaking ideas, and pushing boundaries. Represents excellence in a brand's role as a catalyst for progress and commitment to innovative practices.

CHILLED SPIRITS AWARD

Signifying a brand's fresh perspective and making a significant mark in the spirits industry. A powerful symbol of a brand's ambition, creativity, unique and recognizable concepts, or vision that sets the brand apart. (Launched within 3-5 years)

BARTENDER SPIRITS AWARD

Silver Medal, earning 89 points. Medals awarded to those spirits that should become additions to bar inventories. Awarded to best-performing spirits based on taste, packaging and price.

Tasting Notes: Effervescent citrus burst especially of lemon, and a slight herbal hint. Pleasant beverage for the summers.

SPIRITS INTL. AWARD

A Gold medal at the Spirits International Prestige (SIP) Awards is given to spirits that perform well in a double blind tasting by a panel of consumers who are not affiliated with the spirits industry. The award recognizes spirits that meet premium standards, are of high quality, and demonstrate excellence.

BROADCAST

Aired: KTLA, PIX11, FOX29 WFL, FOX25 OKC

THE
ORIGINAL
Southside



THE
ORIGINAL
Southside



The background is a repeating pattern of Southside Gin Cocktail branding. It features the brand name 'Southside' in a large, bold, yellow, distressed font. Above it, 'THE ORIGINAL' is written in a smaller, clean yellow font. Below 'Southside', 'GIN COCKTAIL' is written in the same clean yellow font. A small tagline 'REVIVAL OF THE FITTEST' is positioned below 'GIN COCKTAIL'. A cartoon character of a smiling lemon with a face, arms, and legs is shown in a dynamic, jumping pose. A speech bubble coming from the lemon contains the text '...THAT'S FRESH AS F*CK!'. The lemon character is holding a small can of the cocktail. The cans are yellow with green and white text, including 'THE ORIGINAL Southside GIN Cocktail WITH A Hint of LEMON AND MINT 10% ABV'. The entire pattern is set against a dark green background.

Get on the Squeeze Wagon

ORGANIC CERTIFICATION

As of June 2024, The Original Southside is **certified** organic by the Vermont Organic Farmers (VOF) - an approved certifying agency of the USDA. You'll see this reflected on our new packaging.



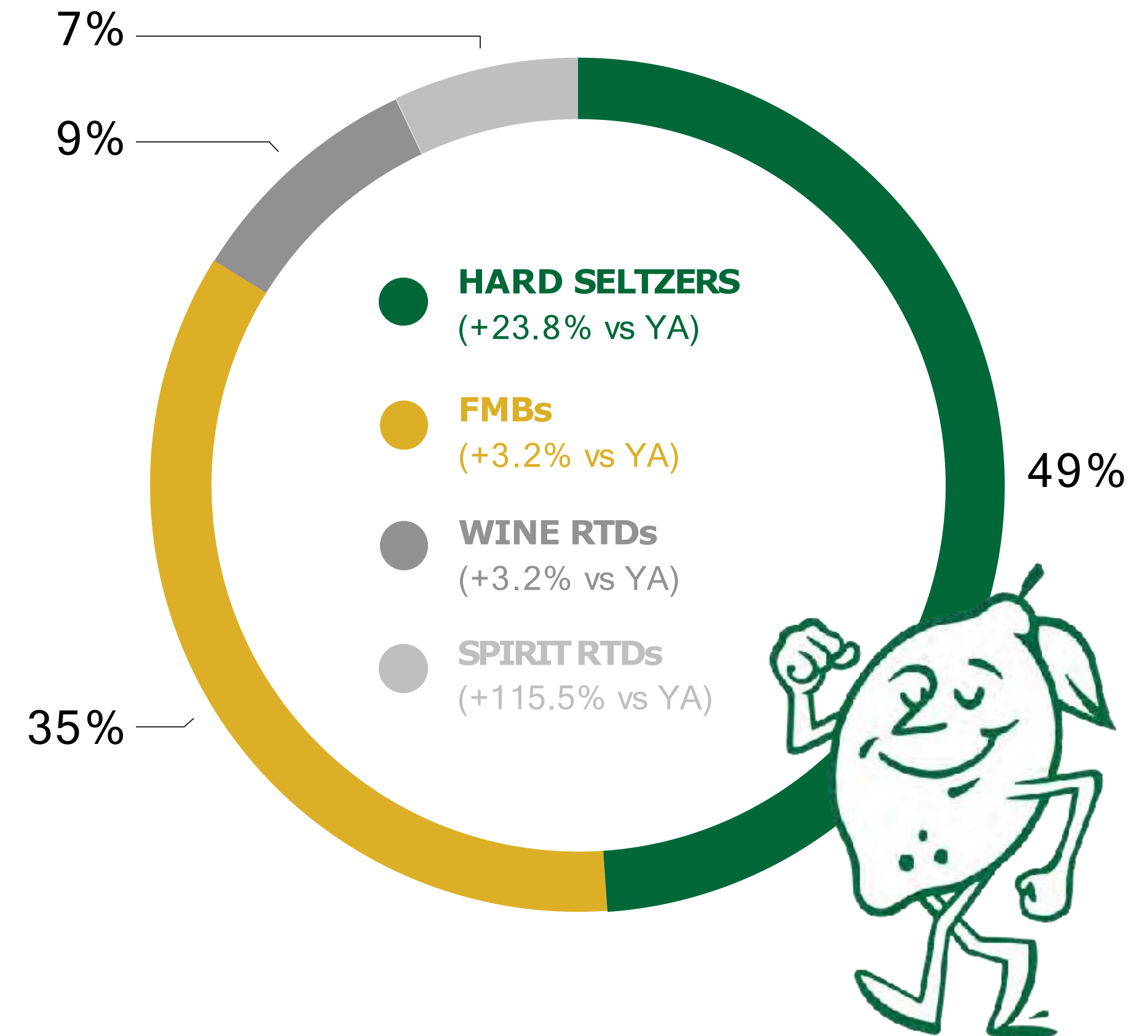
Label Approval Letter
Vermont Organic Farmers, LLC (VOF)
The USDA accredited certification agency owned by NOFA Vermont
VOF Office: 802-434-3821 info@vermontorganic.org www.vermontorganic.org

Date: Thursday, June 27, 2024

The following label(s), as listed below and followed by their proof, meet the National Organic Program requirements for labeling certified organic products and are approved for use by Vermont Organic Farmers LLC.		
Product Name <small>(as appears on organic certificate addendum)</small>	Approved Variations <small>(included below)</small>	Private Label Brand <small>(if applicable)</small>
Southside Gin Cocktail	12 oz	

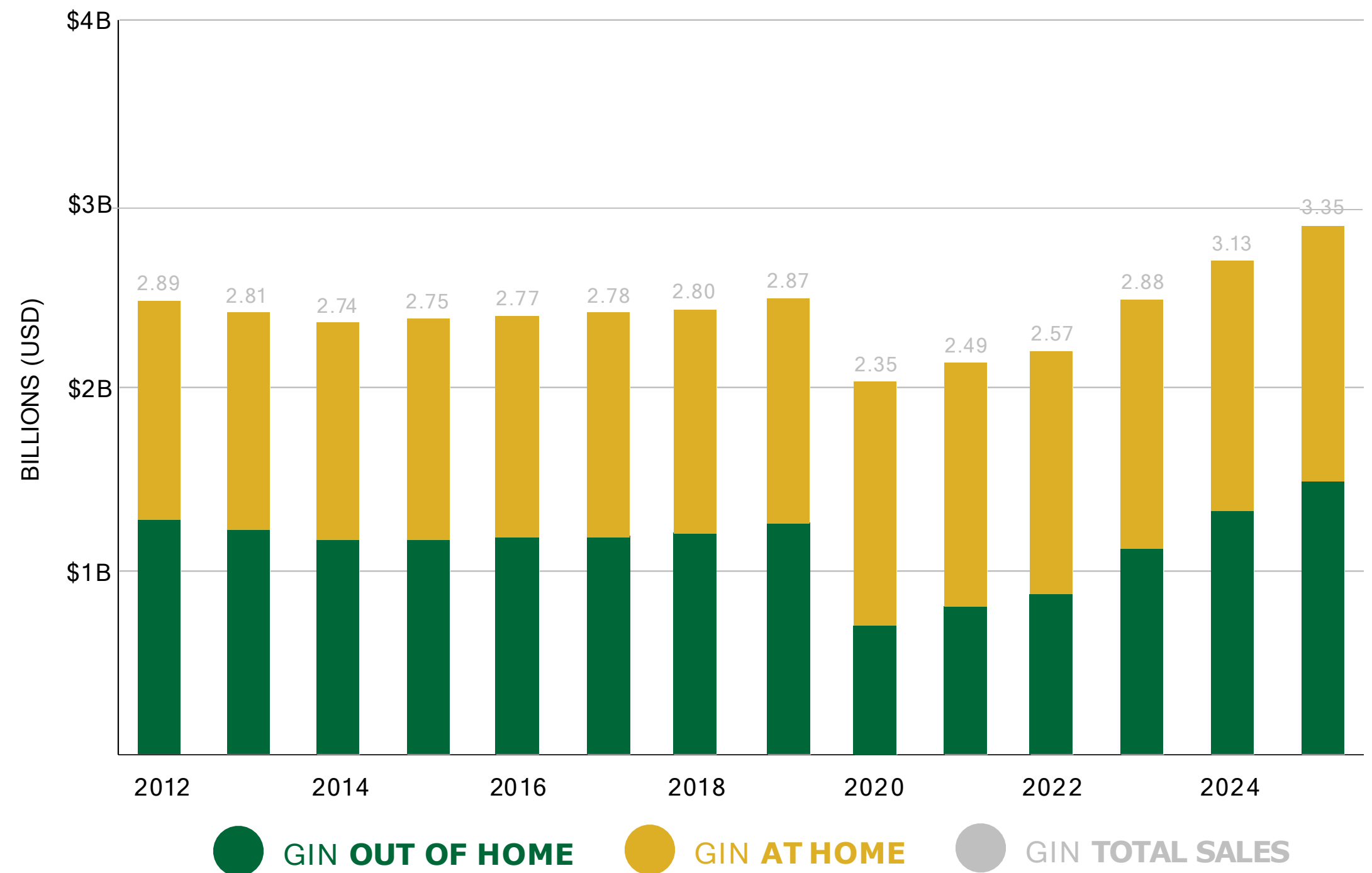
WTF IS AN RTD?

- **What is an RTD?** Ready to Drink (RTD), is a category of packaged beverages sold in a prepared form, ready for consumption. Non alcoholic examples include iced tea (tea leaves, water and fruit juice) and alcoholic examples include alco-pops, seltzers, and hard spirit drinks. The category has undergone a resurgence due to diverse new product development and carefully styled packaging, spearheading these lifestyle-led launches.
- **Growth YoY vs Beer and Spirits:** Seltzers set the stage for the success of the RTD category. Malt-based drinks still retain a majority share by volume of the market, but spirit-based RTDs grew by 53% in 2021, double the growth of the wine-and malt-based categories.* This surge isn't expected to slow either, as predictions put the spirit-based volume to grow at a CAGR of 33% in the US by 2025.
- **Current Market:** The global RTD market is currently valued at \$32.94 Billion, and is expected to reach \$85.5 billion in 2030. Ready-to-drink alcoholic beverages are already the most consumed alcoholic beverage type in the US, and it's only just the beginning. Over 60% of adults aged 22+ drank RTDs in 2023, up from 49% in 2022.



OPPORTUNITY: THE FUTURE OF GIN IS LOOKING BRIGHT

- **Global revenues in the Gin segment amount to US\$3.1BN in 2023.** The market is expected to grow annually by 3.5% (CAGR 2023-2033).*
- **The key opportunity in this segment is driven by the consumer desire for new experiences and better products.** Enter: The Original Southside. The North America Region is expected to dominate the global gin market by 2029, driven by consumers increased demand for more alcoholic beverages.
- **Consumers are 'drinking better, not more'** when it comes to beverage alcohol, progressively preferring brands and categories that provide greater quality, authenticity, and flavor. This “premiumization” movement is being fueled by product innovation and rising levels of affluence and disposable cash, as well as a growing desire to explore new experiences, ingredients, and RTD servings for social events.



CONSUMER PERCEPTION:

“MY NEW FAVORITE DRINK”

- Jessica, 29

We surveyed consumers across the US and the results are in:

- **100% LOVED THE AROMA AND HINT OF MINT**
- **100% SAID THE TASTE WAS UNIQUE**
- **95% SAID THE FORMULA WAS SMOOTH, ESPECIALLY AT 10% ABV**



Southside

OPPORTUNITY: WIN WITH CONSUMERS



1. CONSUMERS WANT MODERATION

1. MODERN CONSUMERS ARE DRINKING “**LESS BUT BETTER**”*
2. CONSUMERS CAN PARTICIPATE IN CONSUMPTION OCCASIONS, WITHOUT SACRIFICING THEIR MENTAL + PHYSICAL HEALTH GOALS AND PRIORITIES.*
3. THE ORIGINAL SOUTHSIDE’S INGREDIENTS + 10% ABV PROVIDE THE PERFECT ALTERNATIVE BETWEEN 0% ABV “MOCK-TAILS” & FULL BLOWN COCKTAILS.

2. ALL THE FLAVOR, ALL THE FUN

1. THE IMPORTANCE OF **FLAVOR PROFILE**, **REAL JUICE**, **NATURAL INGREDIENTS** AND **COOL PACKAGING** ARE THE MOST IMPORTANT CONSUMER CONNECTION POINTS.*
2. 64% OF RTD PURCHASERS SAY THAT **FLAVOR** IS THE MOST IMPORTANT, FOLLOWED BY **ABV** AT 49% -BOTH THINGS THAT THE ORIGINAL SOUTHSIDE PROVIDES A STRONG OFFER FOR.

3. BEATING RTD TRIAL FATIGUE

1. THE **FLAVOR**, **MOUTHFEEL**, AND **ALCOHOL CONTENT** CAN HELP CONSUMERS, ESPECIALLY YOUNGER CONSUMERS, IDENTIFY PRODUCTS FOR TRIAL AND REPURCHASE.*

4. WINNING WITH THE “AESTHETIC EFFECT”

1. “AESTHETIC EFFECT” OBSERVES THAT AESTHETIC CAN CHANGE EMOTIONAL STATES AND CONSUMERS USE THESE EXPERIENCES TO **RELIEVE STRESS** AND **IMPROVE MOOD** - TWO MAJOR FACTORS THAT THE WHITE SPIRITS DRINKERS CONSIDER WHEN DECIDING TO IMBIBE.*
2. THE ORIGINAL SOUTHSIDE FEATURES BEST IN CLASS PACKAGING DESIGN, MAKING IT NOT ONLY A DELICIOUS BEVERAGE, BUT TRUE LIFESTYLE CHOICE.

5. TRUST, NOT TRENDS

1. CANNED COCKTAILS ARE MORE ABOUT TRUST THAN TRENDS. THE ORIGINAL SOUTHSIDE’S TRUSTED STYLE AND FLAVOR HELPS TO ENCOURAGE DISCOVERY AND PURCHASE.*



PERCEPTION MAP: QUALITY x PRICE



PERCEPTION MAP: ABV x PRICE



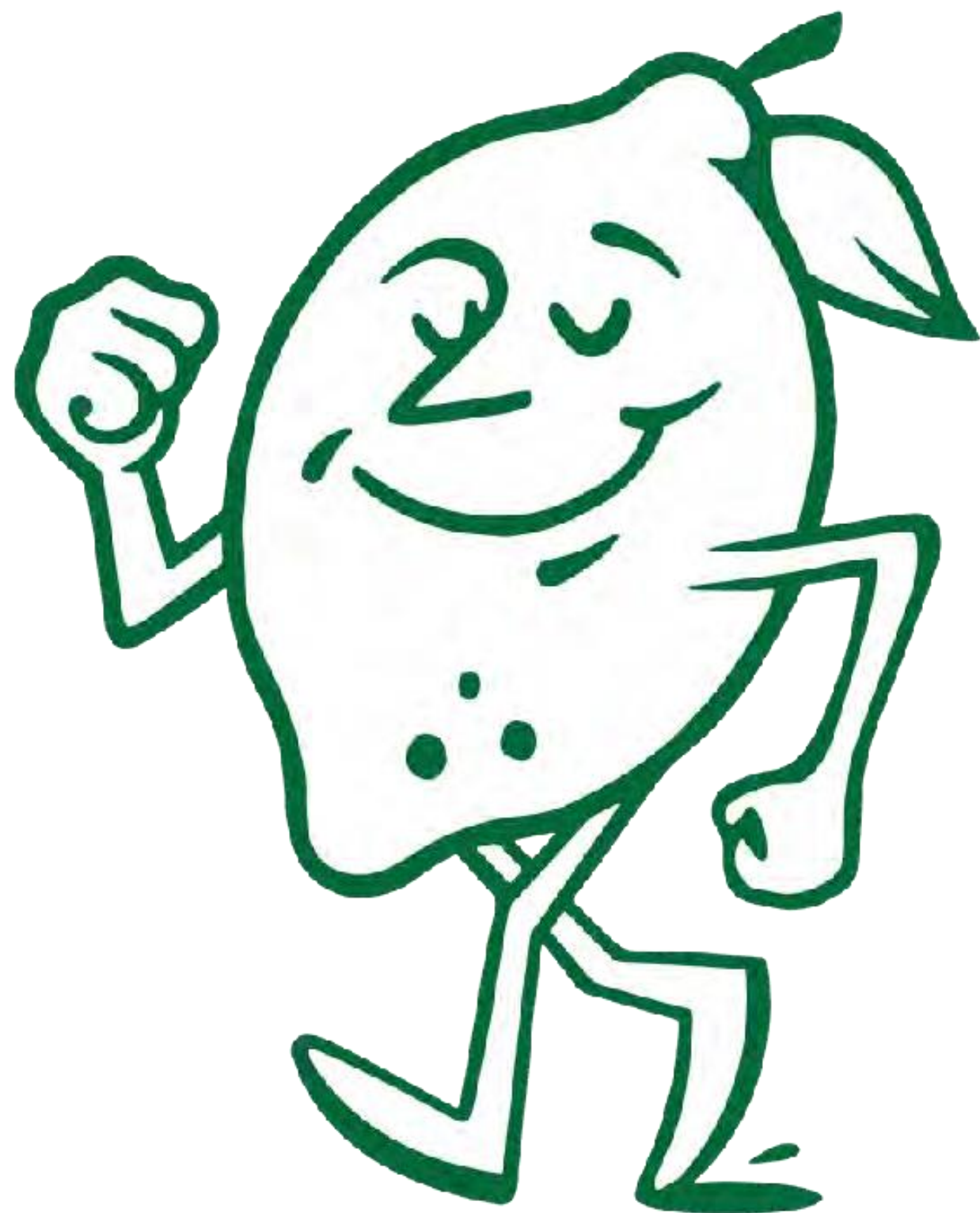
INTELLECTUAL PROPERTY

REGISTERED TRADEMARKS

- The Original Southside
- Fresh as Fuck
- Revival of the Fittest
- Squeeze (The Character)

WEBSITES

- drinksouthsides.com
- freshasfuck.com
- theoriginalsouthside.com
- revivalbrands.com



“SQUEEZE”® IS OUR GENDERLESS BRAND MASCOT AND ICON. SQUEEZE EMBODIES THE SPIRIT OF SOUTHSIDES AND REFLECTS A DIVERSE AND INCLUSIVE IDENTITY.

THAT SAID, SQUEEZE IS A LEMON. WITH A ZESTY, SLIGHTLY MISCHIEVOUS ATTITUDE, OUR ICON ADDS A REFRESHING TWIST TO THE BRAND’S PERSONALITY.

ALWAYS UP FOR A LIVELY ADVENTURE, SQUEEZE EMBRACES THE MOMENT AND THRIVES ON THE UNEXPECTED.

JUST LIKE THE ZEST OF A LEMON ADDS A KICK TO THE COCKTAIL, SQUEEZE ALWAYS ADDS TO THE OCCASION. SQUEEZE ISN’T AFRAID TO SPEAK FREELY (FRESH AS F*CK, ANYONE?) AND APPROPRIATELY PUSHES BOUNDARIES.

CONSIDER SQUEEZE YOUR SPIRITED COMPANION, INVITING EVERYONE EVERYWHERE TO EMBRACE THE UNPREDICTABLE, CRACK OPEN A SOUTHSIDE, AND ENJOY THE GOOD LIFE.

PACKAGING



PACKAGING

