SITE COPY

Cold Drink app

http://colddrink.com

How to use this document:
This document contains copy (text) that MAY be used on the Cold Drink website . This copy describes and reflects what the Cold Drink app does.
Unfortunately, the copy has been influenced by many individuals, and a lot of text was copied and pasted from previous marketing and outreach efforts. As such, not all of the text is suitable for use on a product page.

1. Introduce the product
2. Provide access to the explainer video
3. List features
4. Provide user testimonials
5. Provide ability for users to share links to the product page
6. Call to action link to get user to buy product

Product Slogans:
The following list contains product slogans that have been developed and tested by the Cold Drink marketing team.
● Crowd-source review for bar people!
● I'll start with a drink!
● One stop shop to find the perfect drink for you!
● Interactive drinking experience!

Product Descriptions:
Summary descriptions are provided in short, medium and long lengths.
Short
Crowd-sourced review app for drinks, including cocktails, beers, and wines.
Medium
App used for drink enthusiast to match their taste buds to drinks located around them. The app gives the users a change to upload photos, taste profiles, and a out-of-five star rating.
Long
The Cold Drink App gives a chance to match up users with drinks around their location based on customizable flavors of drinks that they like. The app gives the users a change to upload photos, taste profiles, and a out-of-five star rating. The app features drinks such as drinks, including cocktails, beers, and wines from bars and restaurants.

Testimonials:
The following are imaginary testimonials. You may edit them down, but please respect the integrity of our clients and do not put words in their mouths.
"The best app to find drinks that I love!" -David
"Such an easy and fun way to find new places to drink!" -Susuan
"Finally an app that can make up my mind of where to go for me!" -Olivia,

Features List:
Here is the feature list for API Superstore:
● Fun swiping feature
● Direct connection to lyft with locations added
●Fun drink focused experience

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