

Pretzler: Pretzel Flavored Seltzer

Our Salty Past



We are a dedicated team of pretzel and seltzer lovers that wanted to combine our two passions into **Pretzler**, the first and only Pretzel flavored seltzer

Our innovative product launched 6 months ago

Suffered profit loss due to limited exposure and high operating costs

The initial upfront costs resulted in a loss for the first few months

We can expect to see increased profit margins per month, as time progresses, due to our ability to operate in 24 states at once.

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We're Knot Giving Up



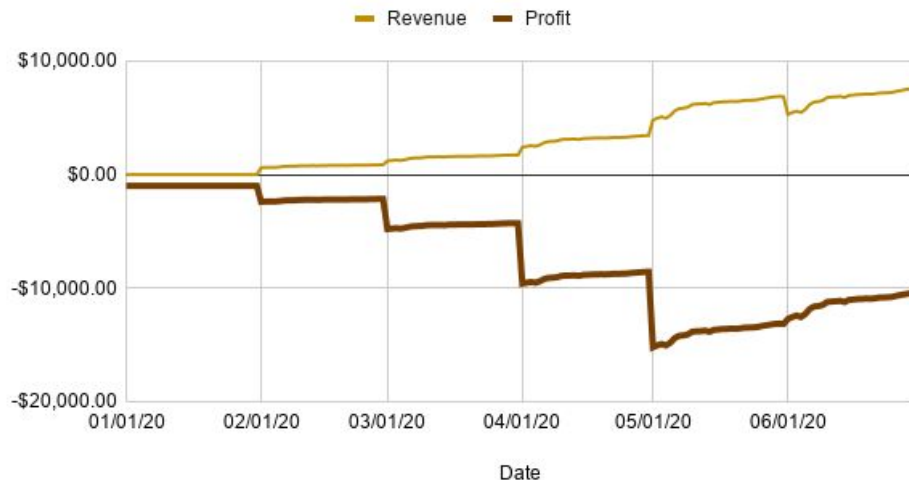
Lombard St

As things start to stabilize, we can begin to see the **positive trend** that has started over May and June continue into **greater profits in upcoming months**.

Pretzler will not expand to any more states until we see the profit line go into positive territory.

We will keep our **operating costs** at the **same level or decrease** as available.

Revenue vs Profit



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Our Bubbling Future



Lombard St

- Increase in profits as Summer arrives
- Has now expanded to **24 states** in only **4 months**
- Growing availability in states brings in more revenue, but the initial upfront costs were apparent
- **10% decrease** in operating costs as of June

If this trend continues, we can expect to see more profit later in the year, especially if we hold off on further expansion until we see our profit line continue into the future

