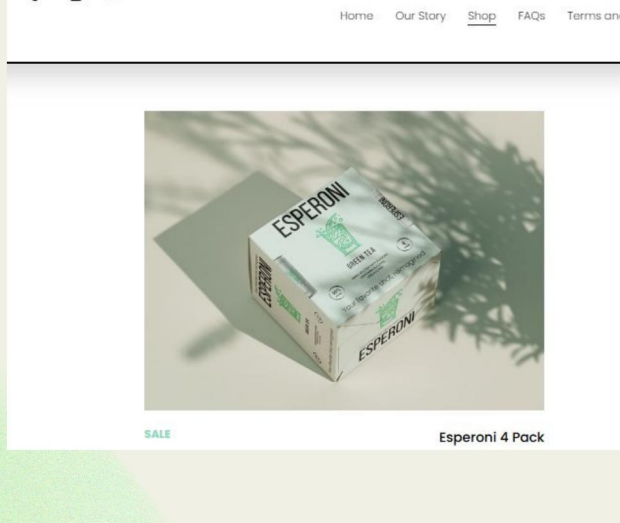
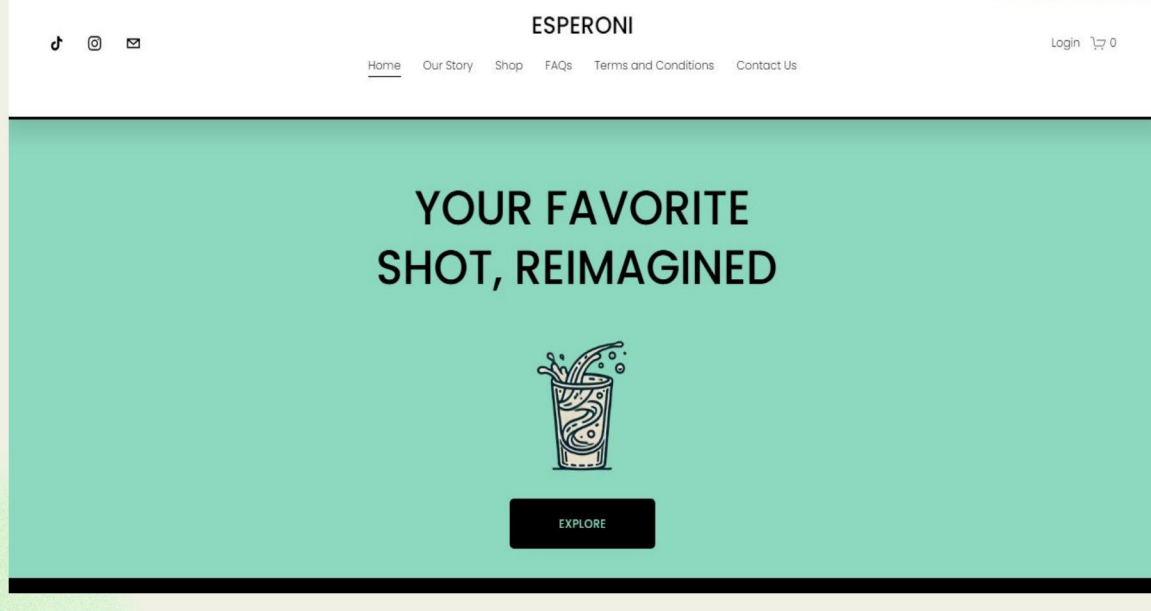


ESPERONI



Your Favorite Shot,
Reimagined.



We'd Love to Hear from You!

Thank you for your interest in Esperoni! Whether you have questions, feedback, or inquiries about our products, we are here to assist you. Please fill out the form below, and our team will respond to your message as soon as possible.

ESPERONI

Contact Us:

esperoni.contact@gmail.com

+1 (774) 505-3614

Competitive Landscape

- Cutwater Spirits**
 - Various products at 10% ABV , Price: Generally \$14.99 - \$16.99 for a 4-pack
- Absolut**
 - Product: Absolut Vodka Berry Vodkarita , ABV: 10%, Price: \$12.99 for a 4-pack
- Two Chicks**
 - Various flavors at 10% ABV , Price: Around \$13.99 - \$15.99 for a 4-pack
- Esperoni**
 - 10% ABV Green Tea Shot Inspired Flavor
 - Price: \$11.99; estimated costs at \$5-\$7.70
 - Profit Margin (35%-58%)



With US generating **95%** of all global canned alcoholic beverage revenues

Sales expected to triple over the next **10** years to **\$70** billion total addressable market

Esperoni's differentiation: Our Unique flavor, High ABV and Affordability

Target State(s) Analysis

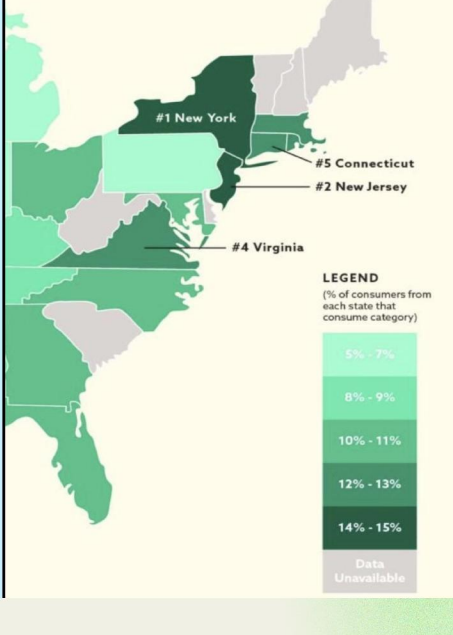
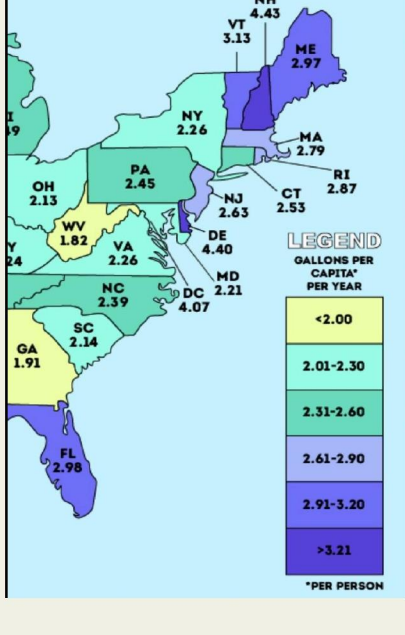
MA (2.79, 12%-13%)

PA (2.45, 7%)

NJ (2.63, #2)

NY (2.26, #1)

- Close to home
- Market size
- Consumer need
- Ease of entry



Marketing Strategies

Social Media

- Instagram, TikTok, and Facebook
 - Content Variation
 - Street Sampling, UGC Campaigns, and Account Takeovers.
 - Minimal costs; dependent on amount of product needed

College Students

- How do we capture the attention of our target market?
 - College Campuses
 - Event Sponsorships
 - Product, Contract, and Infrastructure Costs
 - Campus Influencers/Creatives
 - Product and Contract Costs
 - Sampling Pop-Ups w/ Photo Ops
 - Product Costs

Projected Return

- Year 1:** \$100,000 (~8500 units per year, 700 units monthly)
 - Focusing on local markets & testing the product
- Year 2:** \$250,000 (~21,000 units per year, 1,800 units monthly)
 - Expanding to regional distribution and building brand awareness
- Year 3:** \$500,000 (~42,000 units per year, 3,500 units monthly)
 - Wider distribution through more states
- Year 4:** \$1,000,000 (**Breakeven**) (~84,000 units per year, 7000 units monthly)
 - Strong established brand and profit potential

Start Up Costs

Start Up Costs: Total \$250,000 (Initial Fixed ~\$150,000)

Flavor Formulation & Product Development:	\$40,000
Initial Production Run:	\$34,000
Licensing and Permits:	\$3,000
Marketing and Branding:	\$30,000
Distributor Set Up:	\$10,000
Legal Fees:	\$10,000
Equipment Supplies:	\$12,500
Working Capital:	\$34,000
CoPacking Partnership:	\$ 32,500.00
Start Up Initial Costs	\$ 207,000.00

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