



Esperoni

Your favorite shot...
reimagined

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1. Executive Summary

Esperoni is the first-ever canned alcoholic beverage inspired by the Green Tea Shot—a wildly popular bar drink composed of Irish Whiskey, Peach Schnapps, lemon-lime soda, and sweet and sour mix. Despite the drink's popularity in bars and clubs across the U.S., this iconic flavor has not made its way into the ready-to-drink (RTD) retail space. Esperoni fills that gap, offering a premium yet affordable canned beverage that delivers the taste consumers already love, with the convenience and portability they crave.

2. Problem Statement

The Green Tea Shot consistently ranks among the top-ordered shots in bars nationwide. However, consumers have no way to enjoy this flavor outside of a bar or club setting. The RTD alcohol market is booming, but it lacks diversity in flavor innovation. Most canned beverages fall into generic hard seltzers or traditional cocktail flavors, leaving a substantial gap for a unique, high-demand flavor like the Green Tea Shot.

3. Our Solution

Esperoni introduces a disruptive, first-to-market product: a 10% ABV canned beverage that replicates the iconic Green Tea Shot in both flavor and experience. It is designed to bring the energy, taste, and social appeal of the bar scene into the hands of consumers wherever they are. With its combination of high alcohol content, nostalgic flavor profile, and a price point below major competitors, Esperoni is positioned as a premium yet accessible option in the RTD space.

4. Market Opportunity

The U.S. currently generates 95% of global canned alcoholic beverage revenue. According to market projections, the RTD segment is expected to triple in size over the next decade, reaching a \$70 billion total addressable market by 2035. Esperoni is launching in high-potential states including Massachusetts, Pennsylvania, New Jersey, and New York—chosen for their strong market demand, consumer demographics, and streamlined distribution regulations.

5. Business Model

Esperoni will retail at \$11.99 per 4-pack, significantly undercutting competitors such as Cutwater Spirits (\$14.99+), Absolut Vodkarita (\$12.99), and Two Chicks (\$13.99-\$15.99), all of which also sit at 10% ABV. With an estimated cost of goods sold between \$5.00 to \$7.70 per 4-pack, Esperoni will achieve a strong profit margin of 35% to 58%. Our business model focuses on high-volume sales in regional markets, allowing us to scale efficiently while maintaining premium quality and pricing.

6. Competitive Advantage

Esperoni is the only product in the RTD category offering the Green Tea Shot flavor, giving us a clear first-mover advantage. Our differentiators include:

- Unique, in-demand flavor profile
- Higher ABV (10%)
- Lower price point than competitors
- Premium branding and targeted marketing

In side-by-side comparisons, no competitor offers all four of these attributes simultaneously.

7. Brand Identity

Esperoni's branding is intentionally designed to evoke freshness, energy, and sophistication. Our logo features a palette of off-green, emerald, and silver tree—colors chosen based on color psychology to evoke vitality, luxury, and refreshment. The visual identity is paired with bold typography (Bebas Neue) and complementary fonts (Poppins and Quicksand) that reinforce the brand's modern yet approachable personality. The tagline "Your Favorite Shot, Reimagined" highlights the product's nostalgic and innovative appeal.

8. GTM Strategy

Our initial target market is college students and young professionals in urban areas. To reach them, we are executing a multi-channel marketing strategy that includes:

- Organic and paid campaigns on TikTok, Instagram, and Facebook
- Street sampling and user-generated content (UGC) campaigns
- Sponsorship of college events and festivals
- Campus influencer partnerships

- Branded sampling pop-ups with photo opportunities

These efforts are designed to drive awareness, encourage trial, and build a loyal consumer base from the ground up.

9. Financial Projections

Year 1: \$100,000 in revenue (~8,500 units sold)

Year 2: \$250,000 in revenue (~21,000 units sold)

Year 3: \$500,000 in revenue (~42,000 units sold)

Year 4: \$1,000,000 in revenue (~84,000 units sold, breakeven point)

*Revenue growth is driven by expanding distribution and increasing brand loyalty across regional markets.

10. Start-Up Costs

We are seeking an investment of \$250,000 to fund:

- Manufacturing and initial inventory production
- Licensing and compliance for alcohol distribution
- Marketing and brand development
- Distribution infrastructure

Initial fixed costs are projected at \$150,000, with the remainder allocated to working capital and early marketing campaigns.

11. Closing Statement

Esperoni isn't just another canned drink—it's a category-defining product that blends cultural relevance, consumer demand, and smart business fundamentals. By addressing an unmet need with a nostalgic, high-impact product, Esperoni is poised to become the next must-have beverage in the RTD space. We invite you to invest in the future of flavor and join us in reimagining what ready-to-drink alcohol can be.

Cheers to innovation. Cheers to Esperoni.