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**Ready to drink - RTD**

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# Partners



Zeynep Talay



Paul Aguilar



Maros Dzurus



Erk Potur

# HOW IT STARTED?





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# Transitioned keg production to AASS

## Key Benefits:

- Cost Efficiency:**  
Reduced operational & material costs
- Manpower Optimization:**  
Streamlined workforce allocation
- Quality Control:**  
Ensured consistent product quality
- Time & Energy Savings:**  
Optimized production efficiency





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PRODUKT	OM PRODUKTET	VARENUMMER
HIMKOK OSLO MULE 8 % VOL. 20 LITER KEYKEG MED PANT	Himkok Oslo Mule er en frisk cocktail med dype kryddertoner, komplementert av livlig ingefær og et hint av naturlig salvie.	EPD: 5935754
HIMKOK PALOMA 8 % VOL. 20 LITER KEYKEG MED PANT	Himkok Paloma er en frisk cocktail med dype kryddertoner fra Himkok Aquavit komplementert av den søte og sure smaken fra rosa grapefrukt.	EPD: 6076103
HIMKOK WHISKEY SOUR 10 % VOL. 20 LITER KEYKEG MED PANT	Himkok Whiskey Sour er en frisk cocktail med dype kryddertoner fra bourbon whiskey, komplementert av juice fra sitron.	EPD: 6076111

# Key Kegs to Canned RTDs

## Initial Goal

Deliver top-quality cocktails in key kegs for our high-volume bar, other outlets, & festivals.

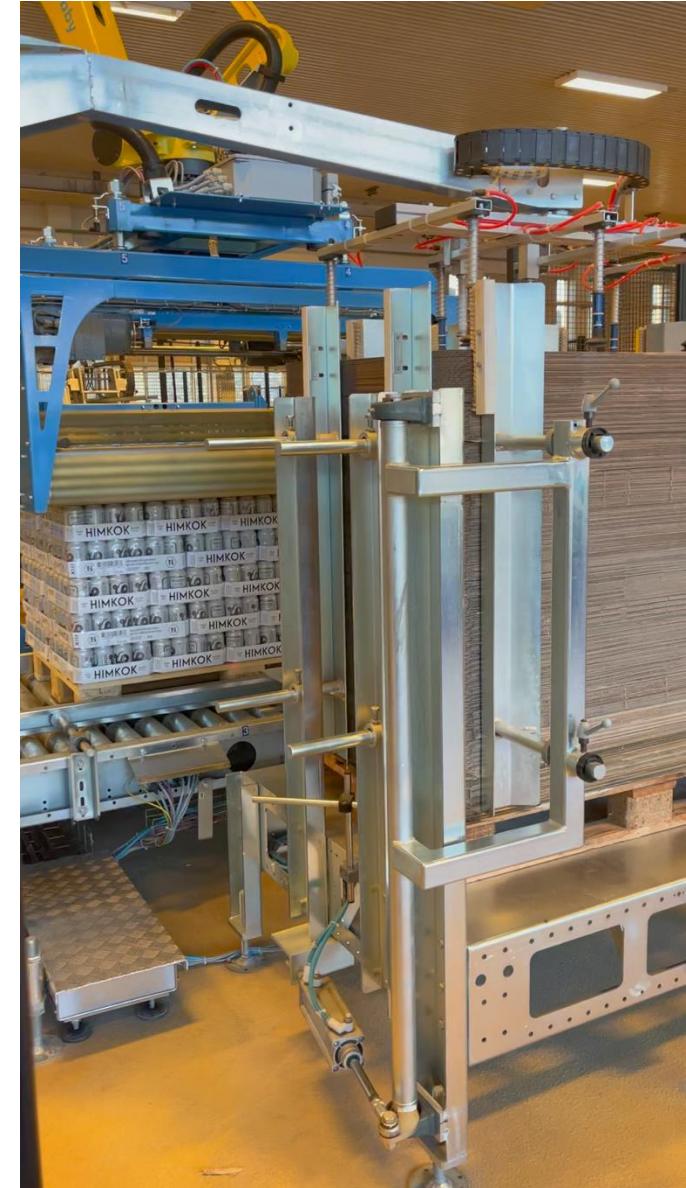
## Realization

Saw potential beyond the bar setting.

## Transition

Shifted from kegged cocktails to a 4.7% ABV canned format to target off-trade.







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# HIMKOK RTD



4.7% ABV canned cocktails 333 ml for off-trade/on-trade

8-10 % ABV 20L key kegs available for on-trade

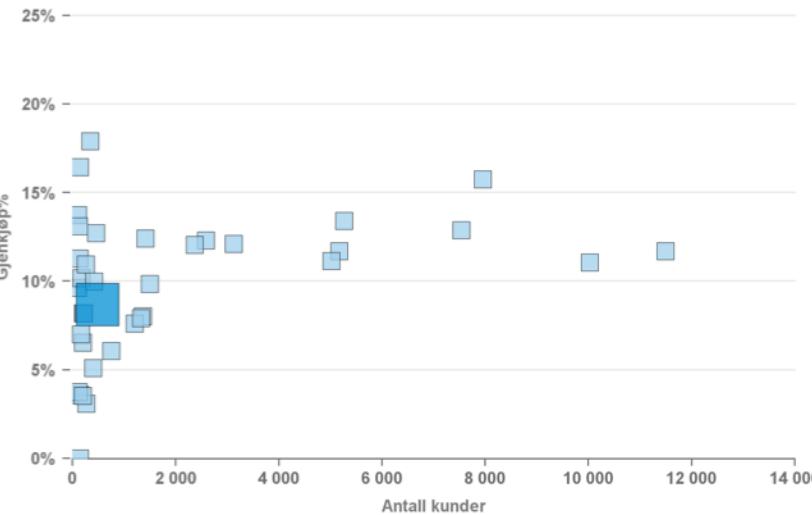
- ◆ Produced in 5000 - 30 000 L batches
  - ◆ Distributed in over 470 outlets in Norway OFF TRADE (cans)
  - ◆ Currently available in Norway for high-volume outlets & festivals with AASS (kegs)

All products are developed with premium ingredients, spirit, and shelf stability.

Produced over 300 000 litres of product in the past 24 months and 225 000 litres sold

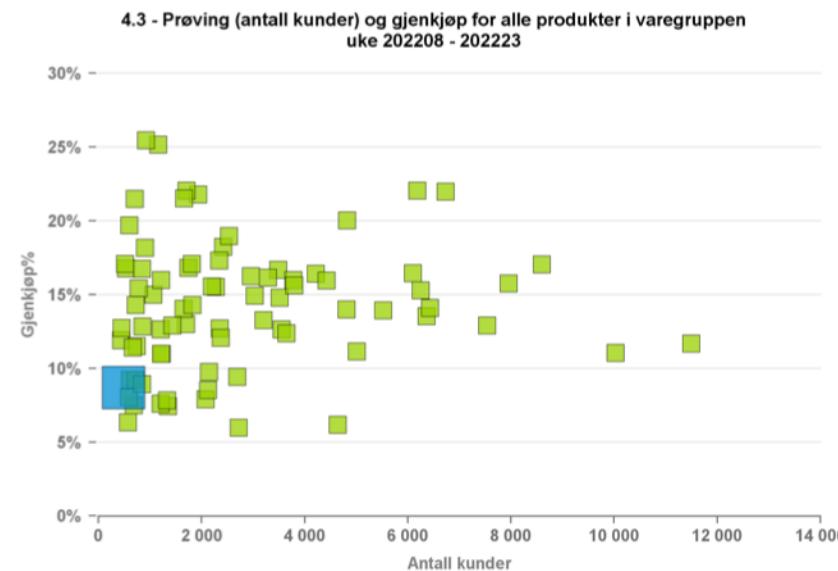
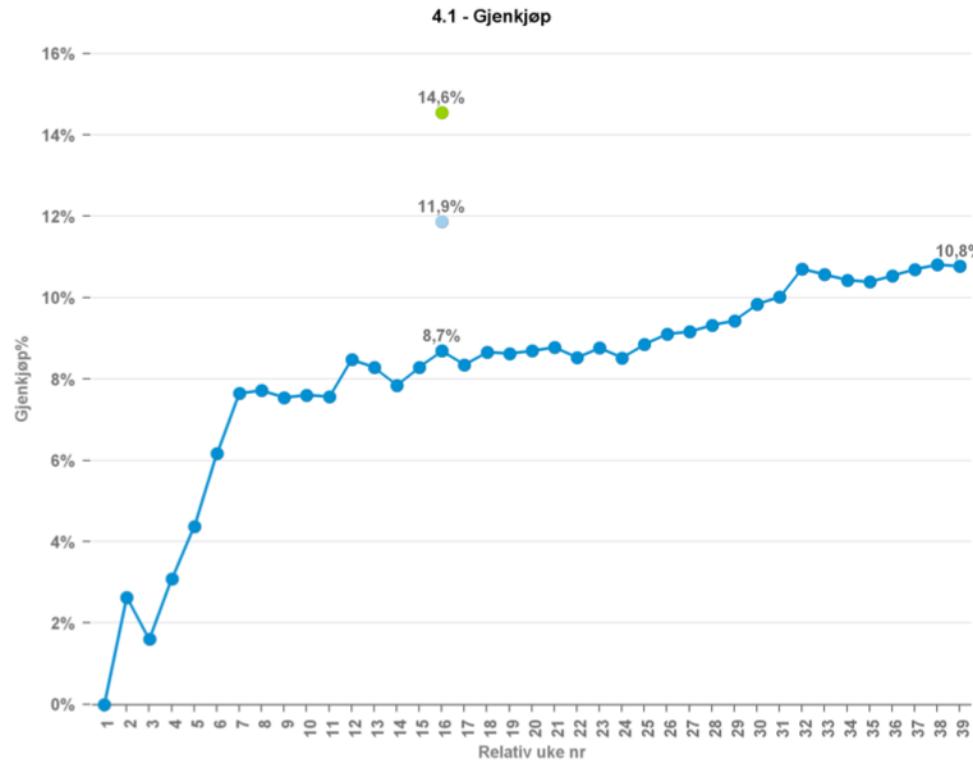
## HIMKOK OSLO MULE 0,33L BX - 7033050815655

4.2 - Prøving (antall kunder) og gjenkjøp for forbrukernyheter i varegruppen  
16 uker etter lansering



4.0 - Oversikt analysens innhold		Prøving (Antall kunder)	Gjenkjøp	Antall produkter
HIMKOK OSLO MULE 0,33L BX		483	8,7%	1
INGEN REFERANSEVARE				0
VAREGRUPPEN			14,6%	78
NYLANSERINGER I VAREGRUPPEN SISTE 52 UKER			11,9%	36

202118 - 202223 (16 uker)



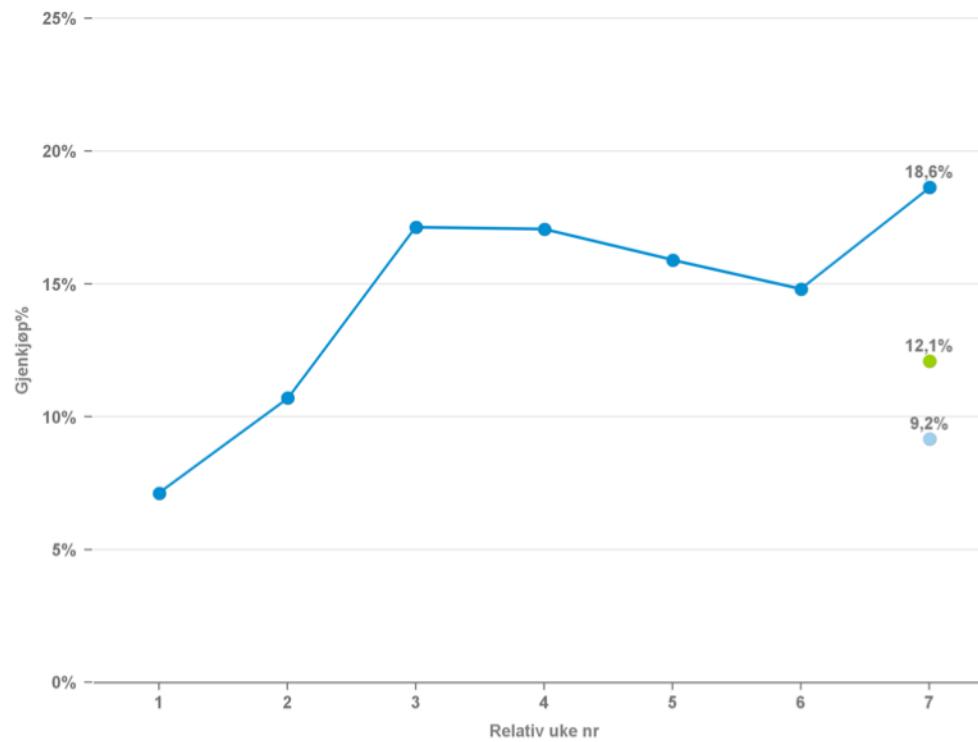
## HIMKOK OSLO PALOMA 0,33L BX - 7033050815662

### 4.0 - Oversikt analysens innhold

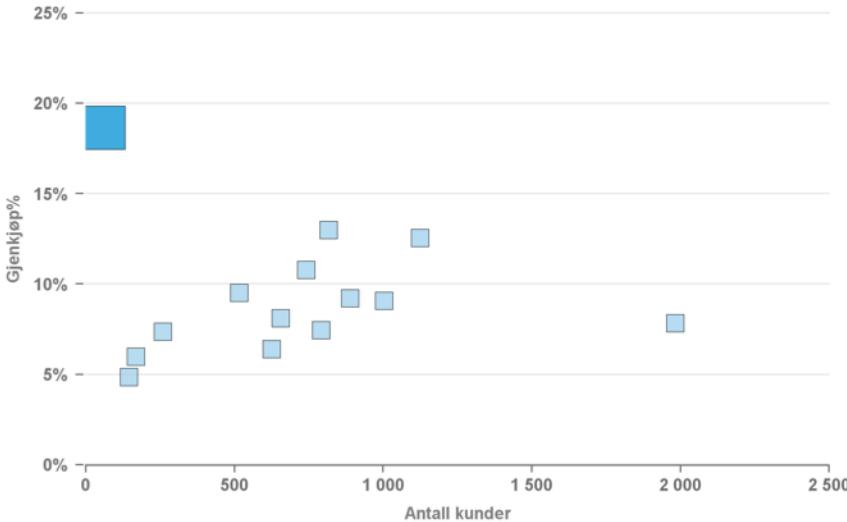
	Prøving (Antall kunder)	Gjenkjøp	Antall produkter
HIMKOK OSLO PALOMA 0,33L BX	59	18,6%	1
INGEN REFERANSEVARE			0
VAREGRUPPEN		12,1%	33
NYLANSERINGER I VAREGRUPPEN SISTE 52 UKER		9,2%	13

202218 - 202314 (7 uker)

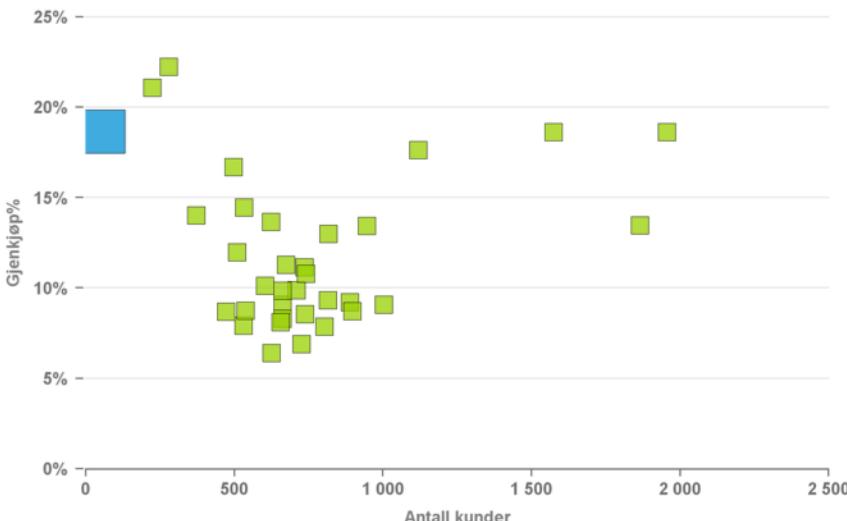
### 4.1 - Gjenkjøp



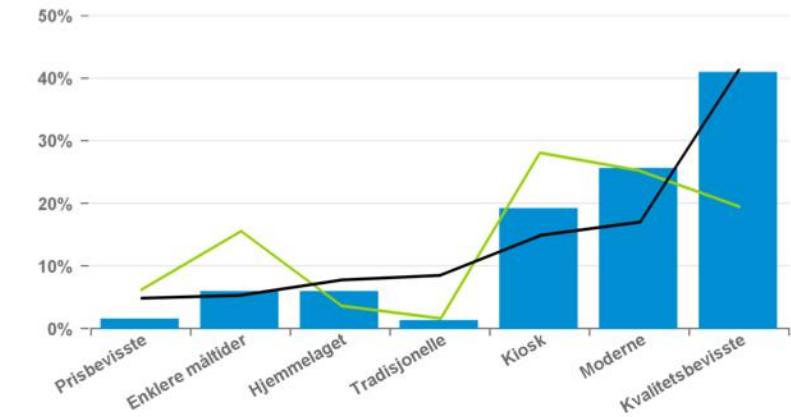
### 4.2 - Prøving (antall kunder) og gjenkjøp for forbrukernyheter i varegruppen 7 uker etter lansering



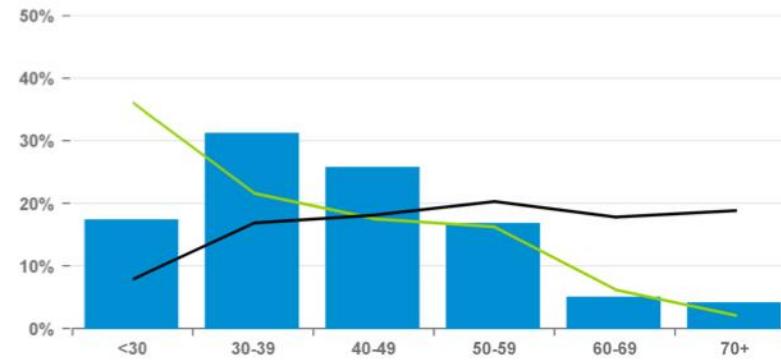
### 4.3 - Prøving (antall kunder) og gjenkjøp for alle produkter i varegruppen uke 202308 - 202314



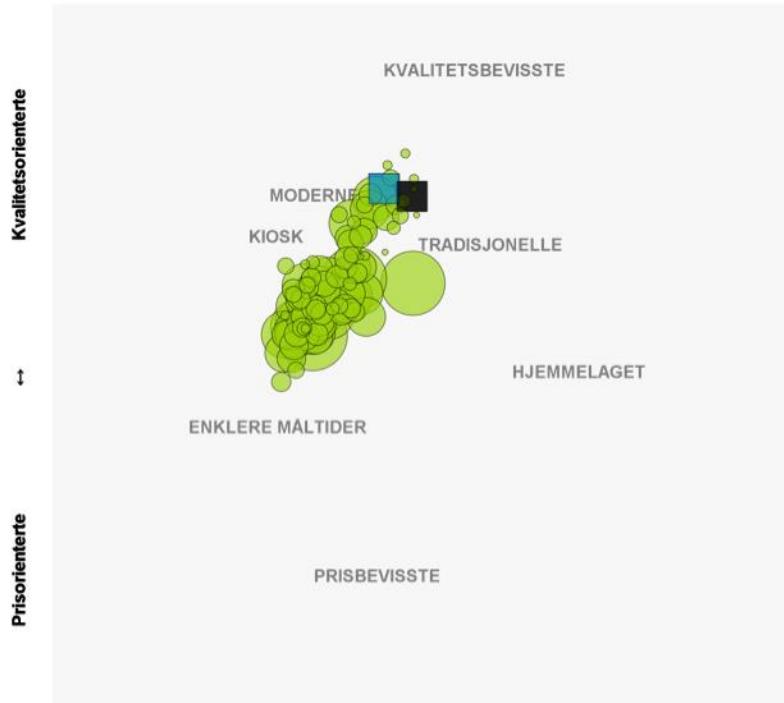
3.1 - Omsetningsandel per adferdssegment



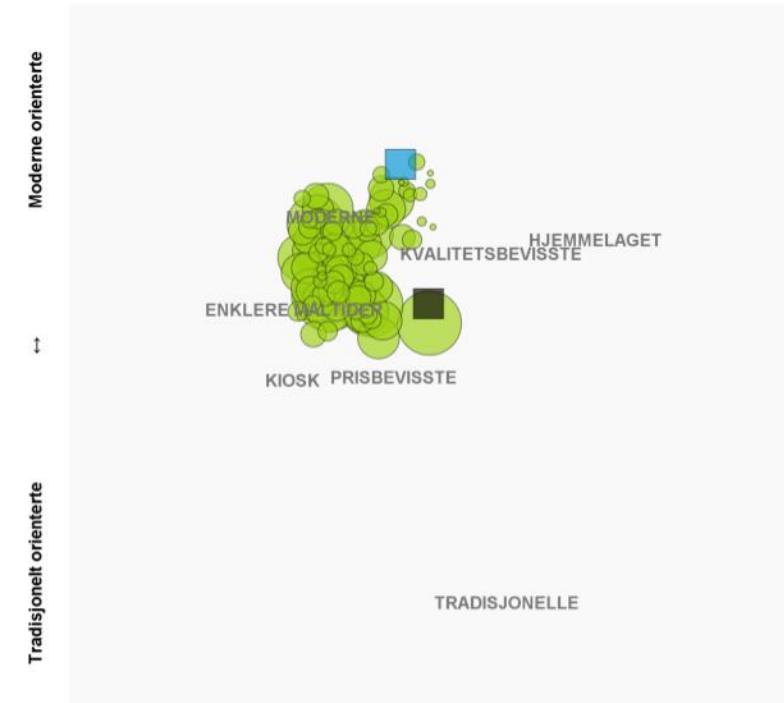
3.2 - Omsetningsandel per aldersgruppe

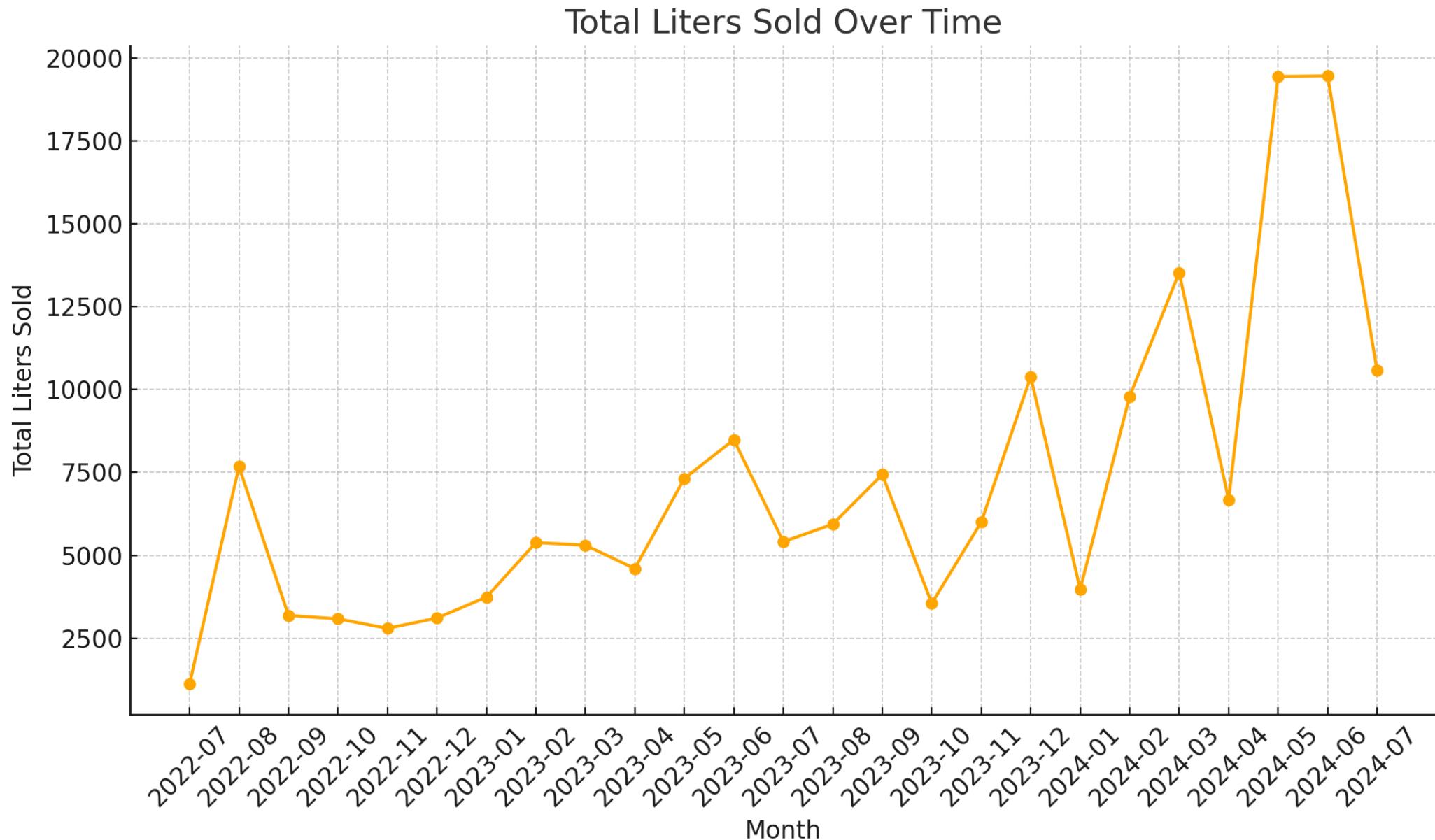


3.4 - Kundeprofil produkter i varegruppen

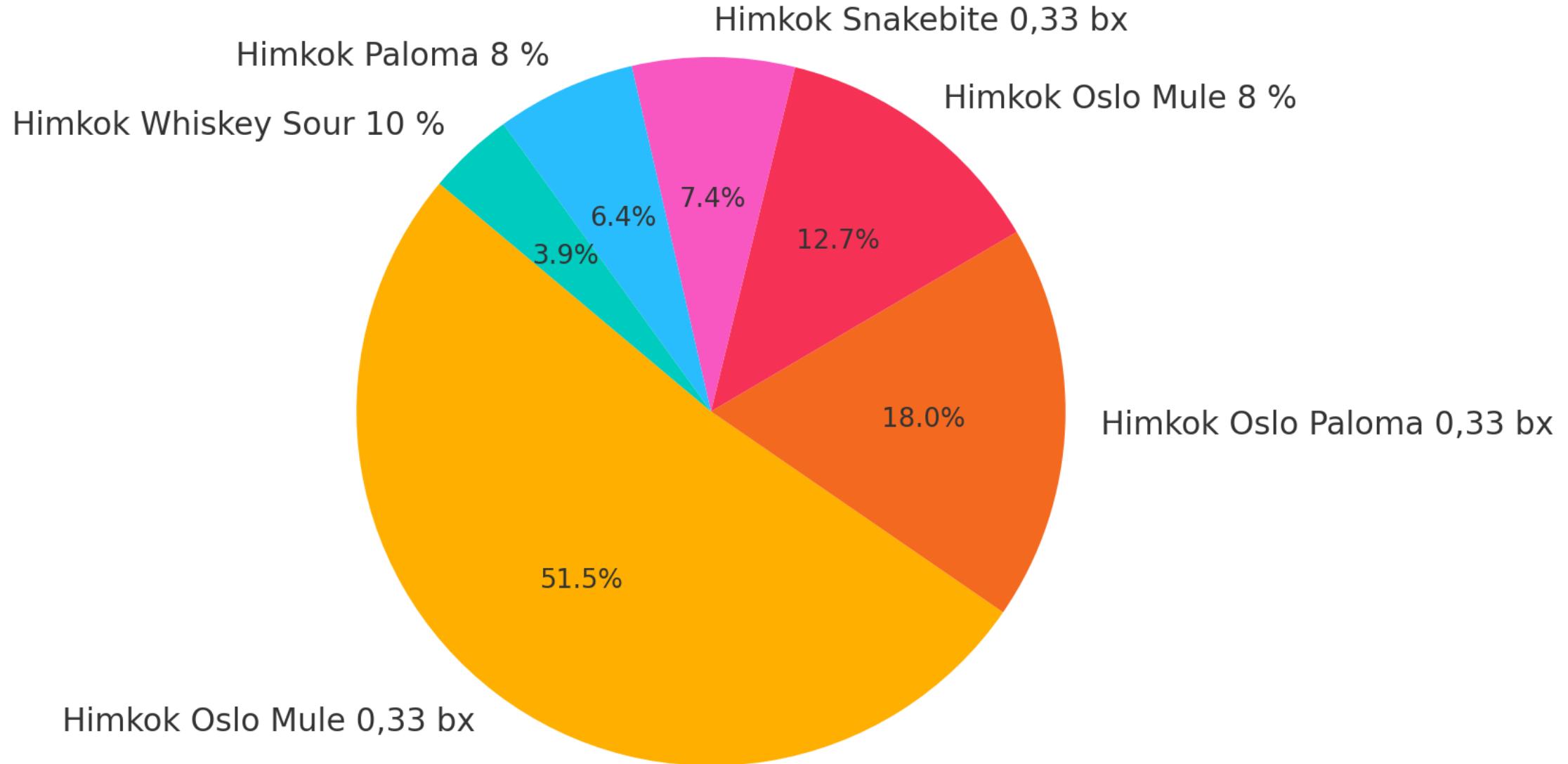


3.5 - Kundeprofil produkter i varegruppen

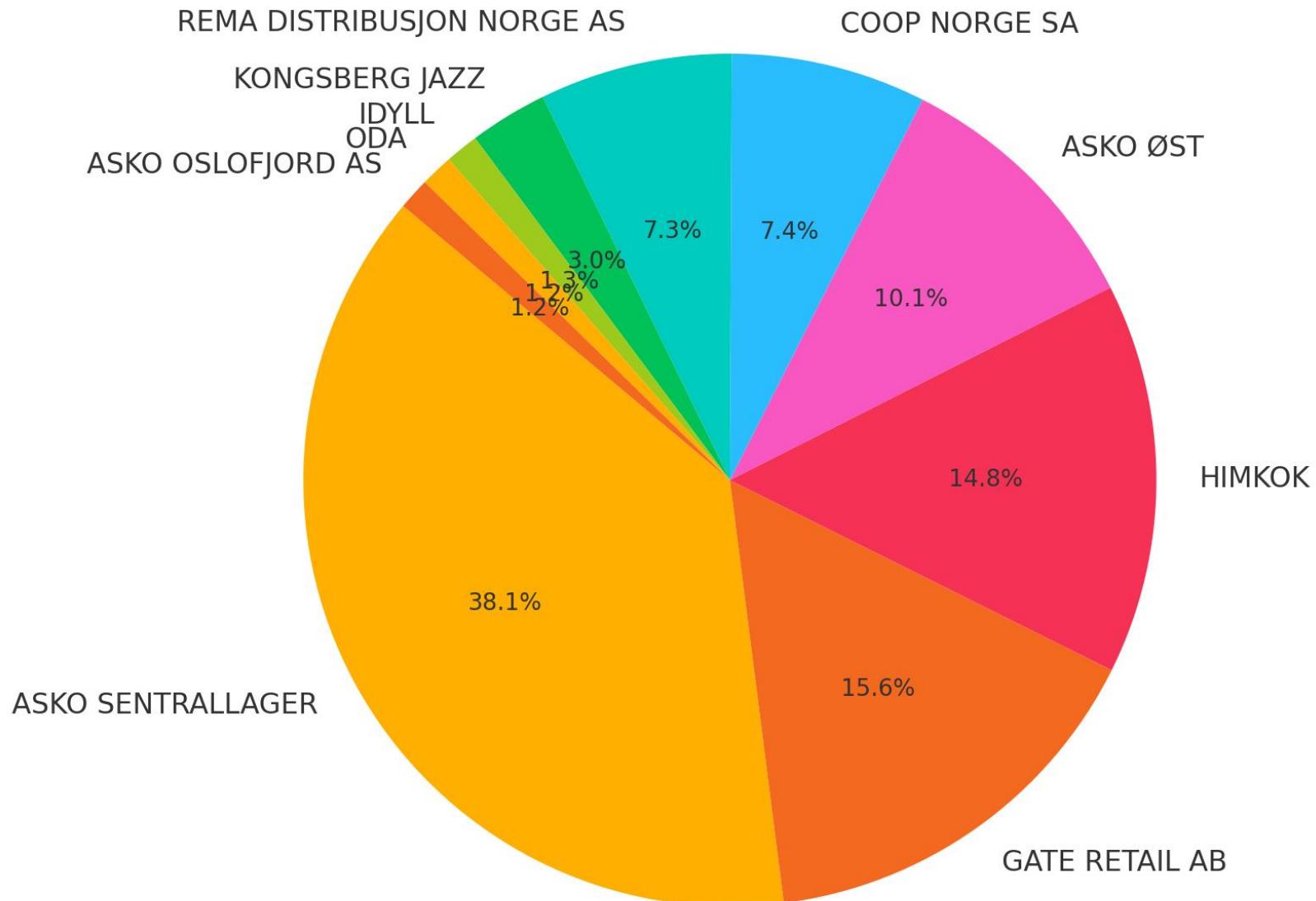




## Top Products by Total Liters Sold



## Top Customers by Total Liters Sold



# KEY ACHIEVEMENTS

- **Formula Compound:**

- Created a compound enabling scalable, consistent production worldwide for our three products.

- **Market Reception:**

- Positive feedback and increasing demand indicate a strong market fit.

- **Brand Name:**

- Strong brand name locally and globally.





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# Focussing on what is next for HIMKOK RTD?

- Contract with AASS ends **1.1.2026**
- Looking for potential investors/partners to grow
- Aggressive expansion in Scandinavia on-trade & off-trade
- Someone who understands our products and markets

