

# Product Extensions



Final Client  
Recommendations

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CORPORATE CATERING

Taking the Talea  
Taproom Experience to  
New York City Offices.

# Background: Market Research & Surveys

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# Execution: Clients & Financials

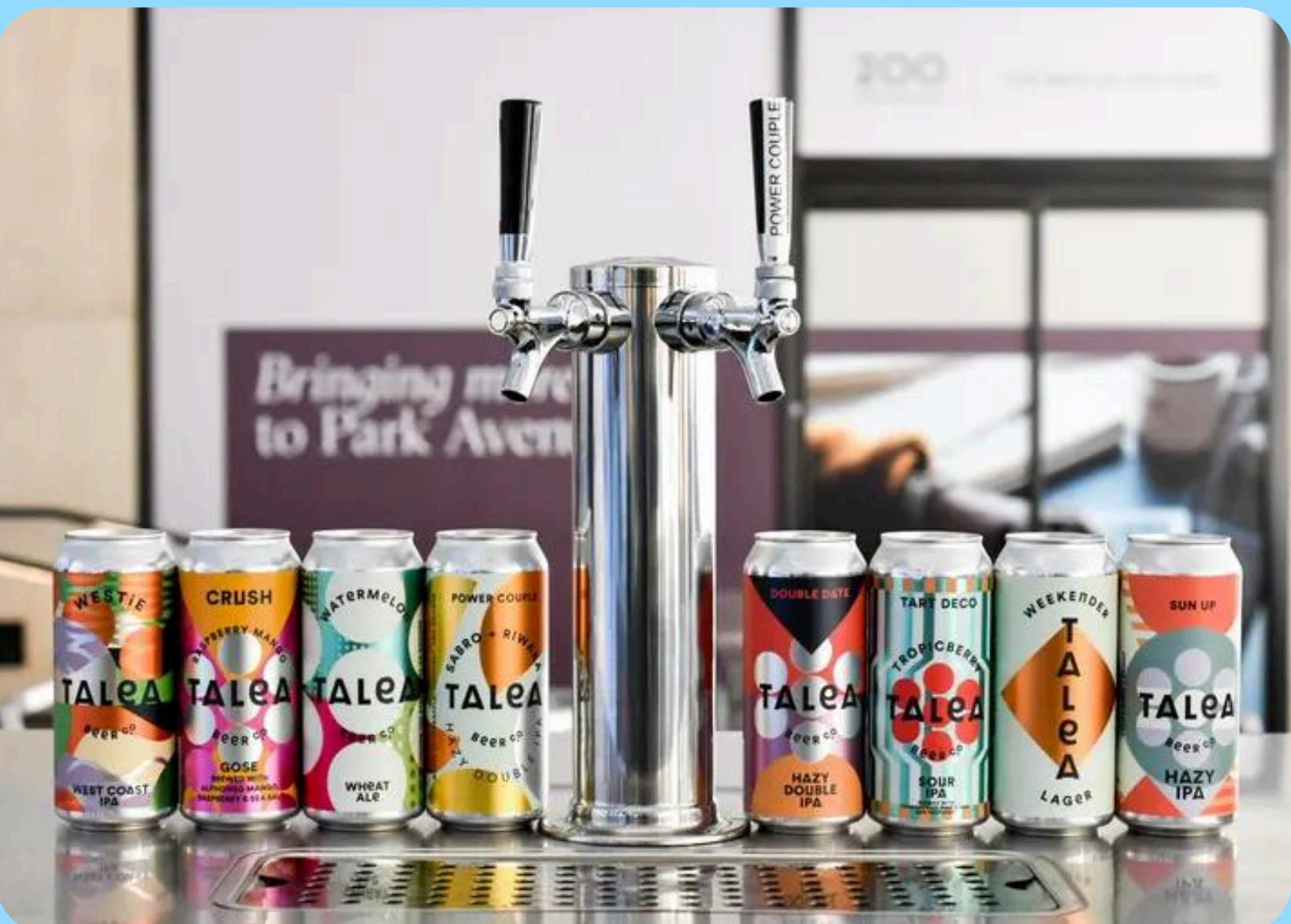
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# Future Proofing: Craft Experiences

3

# CORPORATE CATERING

**Meeting the consumers  
right where they are - fancy  
NYC offices and corporate  
events.**



# Current Product Market-Fit Issue

## Problem

No one's going for the vodka at 5pm in an office  
and all that's left is a sad Bud Light or TJ's Wine.

## Solution

Catering a variety of flavored beers achieves  
approachability and fosters an interactive  
experience.

**Corporate Event  
Market in New York**

**\$80B**  
BY 2030

**CAGR Until 2030**

**17%**

## AN ARBITRAGE FOR TALEA

Post-COVID, NYC firms

have their pockets wide-

open to in-office events.

**\$40,000**

ANNUAL EVENT BUDGET

**70%**

ON FOOD AND BEVERAGE

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But, Employees want an approachable and inclusive alcohol selection.

**20%**

DRINK HARD ALCOHOL

**80%**

DRINK WINE & BEER

# The Execution.

# Location

Industries and companies with physical and symbolic and presence in New York City.

Offering **Frequency & Volume** of events.

1

# Synergies

Values to align with those of TALEA - **inclusion and diversity**.

2

# Targeting

Final list of **6 companies** that align with our location and synergy search.

3

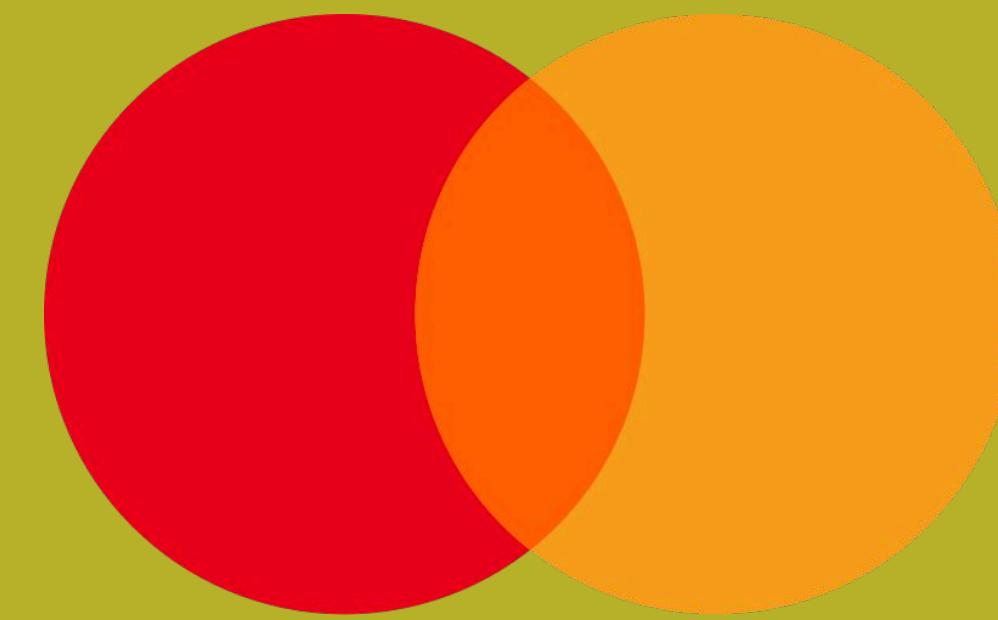
# EV ELLEVEST

A **women-founded** investment manager with \$1B in AUM going to female wealth and financial planning.

1

## CHOSEN COMPANIES

2



Mastercard supports **women's empowerment** through programs like **Girls4Tech**, aimed at inspiring girls in STEM fields.

3

# Deloitte.

**“Women@Deloitte”** program fosters opportunities for women and champions **gender inclusivity**.

## SUSTAINABLE RELATIONSHIPS

Establish **long-term relationships** to eventually host synergistic clients in taprooms for their **women** centric **networking events** and **recruiting programs**.

PERCENTAGE OF NYC NETWORKING EVENTS DONE OUT OF OFFICE

**38%**



# allure

Annual Event

4000 People

Tickets range from \$250-\$400

Inaugurated in 2023

BEAUTY EVENT INDUSTRY

4

# SEPHORA

Annual Event

50+ Brand Participations

Tickets range from  
\$99-\$349

Inaugurated in 2018

5

# THE MAKEUP SHOW

Bi-Annual Event

3000 People

40+ Brands

Inaugurated in 2006

6

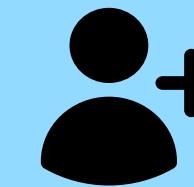
# The Financials.

# Event Pricing Structure



## Set-Up Charge Per Event: **\$700**

- \*Fixed Costs: \$346
- Variable Costs: \$315



## Per Person Charge: **\$21/guest**

- Avg. Drink Cost Per Person: \$16

**VS**

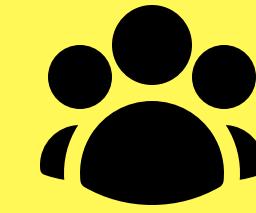
### Industry Averages:

Set-Up Charge: **\$500 - 1000**

Per Person Charge: **\$25 - 35**

\*Fixed costs will be negligible after first 10 events

# Long-term Statistics



3-year Additional Revenue: **\$1.1M**

Long-term Profit Margin: **34%**

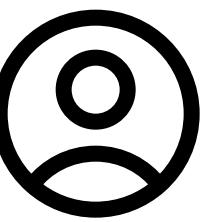
# 1 Corporate Catering Revenue



The sheer revenue attained from the corporate catering events (current profit margin ~25%)

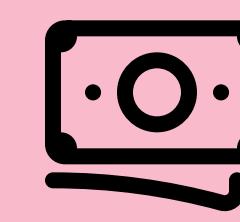
## BENEFITS

# 2 Sticky Clientele



Tracking the types of companies keep returning to us for future events

# 3 Sales Conversion



In-store or online sales increasing as corporate consumers are exposed to Talea's product line

# FUTURE PROOFING TALEA



# THE ALCOHOL INDUSTRY IS LOSING ITS ABV

Generational shift as  
GenZ want to live  
healthier.



Spirits Sales Declined  
for the First Time in

**30**  
YEARS

Beer Sales are the  
Lowest in

**25**  
YEARS

In 2024, Wine Declined

**-8%**

Beer Declined

**-4%**

Non-Alcoholic Beer  
Sales are up

**30%** YOY

Why?

Post-COVID trends and GenZ induce  
demand for low calorie or non-alcoholic  
beverages.

THE RECIPE FOR FUTURE-PROOFING

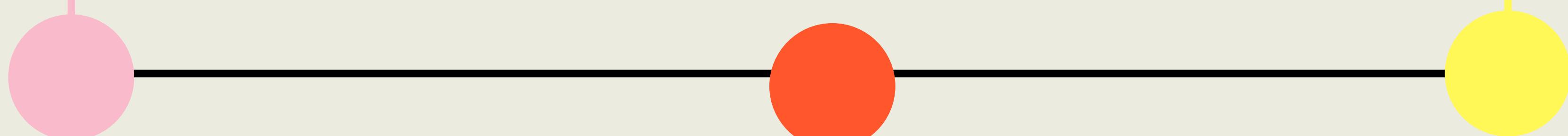
From Crafting Beer to  
Crafting Experiences.

# Long-term Vision

In 3 Years

## Build Catering Business

Gain repute in the high CAGR Post-COVID NYC Corporate Events Market



In 7+ Years

## Develop Non-Alc Options

Having solidified a name in the catering business among high-profile clients, introduce non-alcoholic beverages in alignment with market trends.

In 5 Years

## Craft Experiences

With a name in the business, expand to exclusive, long-term, and higher-margin experience events with regular clients.

# THANKS!



# Appendix.

#1

# Catering + Experience



Catering beverages is not enough. Talea must elevate its offerings by curating bespoke & consumer-centric experiences.

#2

# Long-Term Experiences



Long-term, hyper-personalized experiences with high-profile clients to foster exclusivity. These could include beer education, tastings, co-brewing, and flavor development workshops.

#3

# Diversified Product Catering



Long-Term Strategy to Diversify the Catering Arsenal to Non-Alcoholic and Healthier Products.

# First, we surveyed employees and interns.

## Average Events per Month

Most events were firm-wide. Some teams held independent events. However, team-specific events were not held at the office.

2.25

## Events with Alcohol

About once a month, a firm on average, would host a full-catered - food and drinks - event with everyone.

1

## Alcohol Makeup

Gin, Vodka, Whisky, Wine, Beer, & Hard Seltzers.

Full Bar

## Who Drank?

60% of the Male Employees, 35% Female.

50%

## Drink Chosen

Women - 60% Wine, 20% Beer, 20% Hard Alc  
Men - 60% Beer, 20% Hard Alc, 20% Seltzer

WFB

Then, we surveyed the hosts.

**Annual Budget**

Function of Firm Size.  
Not accurate **at** current sample size.

**\$40, 000**

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**%  
Allocated to Catering**

Most of this was allocated to catering. Other expenses were - merch, decor, special travel costs.

**70%**

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**Caterer Choice?**

Food and alcohol caterers were different.

**Convenience  
+ Variety**

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**Sentiment**

Leaning In-Office - Especially Post COVID.

**In-Office**

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# Set-Up Charge Breakdown

## Fixed Costs Calculation:

- Bar Cart: \$1000
  - Insulated Food: \$259
  - Variable Costs: \$100
  - Glassware: \$2000
  - Ice Buckets: \$100
- = Total Fixed Costs: \$3459

Fixed Cost Per Event

(assuming a recovery period of 10 events):

$$\$3459/10 = \$345.90$$

## Variable Costs Calculation:

- 2 Bartenders: \$27/hour for 4 hours
    - Labor Cost =  $2 * 27 * 4 = \$216$
  - Ice: \$50
  - Catering Permit: \$48
- = Total Variable Costs: **\$315.15**

Total Cost Per Event =

$$345.90 + 315.15 = \$661.05$$

Set-Up Charge (w/ 5% margin) = **\$700**

# **Per Person Charge Breakdown**

## **1. Cost of Beer Per Unit:**

Cost Per (12 oz) can:  $\$124/24 = \$5.17$

## **2. Estimated Average Beer Consumption:**

Assumed 3 drinks per person based on event and average event duration

## **3. Per Person Cost of Drinks:**

Cost Per Person =  $3 * \$5.17 + 315.15 = \$15.51$

## **4. Charging a 25% Margin on Drinks:**

Per Person Charge =  $\$15.51 / (1 - 0.25) = \$21 \text{ per person}$

## CASE STUDY: NON-ALCOHOLIC DRINK

LaCroix is an iconic sparkling water brand known for its vibrant, fruity flavors and health-conscious appeal. Launched in 1981, LaCroix capitalized on the growing demand for refreshing, zero-calorie alternatives to soda, quickly becoming a staple in households across the U.S. With its distinct retro design and natural ingredients, it offers a blend of fun and wellness that has resonated with a broad, health-focused audience.

For NYC, specifically, it is the go-to drink for stocking corporate inventories - but, it tastes bad.



1

## History

LaCroix started small, but as health trends rose in the 2000s, LaCroix exploded in popularity with its natural flavors and zero-calorie profile.

## WHY LACROIX?

2

## Brand Identity

Known for its colorful, minimalist, and retro packaging, LaCroix's image aligns with casual and health-conscious consumers. Talea, with a similar brand image and flavor offering, could naturally expand to a health-conscious clientele.

4

## Consumer Preferences

LaCroix appeals to millennials and Gen Z who prioritize natural, zero-calorie drinks. TALEA's non-traditional, craft-style audience also aligns with these preferences. By leveraging their unique, fruity flavor profiles, TALEA could successfully introduce a new line of sparkling water or seltzer.

5

## Competitive Landscape

Despite competition from brands like Bubly and Perrier, TALEA's unique story, extensive flavors, and up-market positioning could differentiate it with an artisanal sparkling water in NYC.

3

## Market Success

LaCroix tapped into the wellness trend, capturing 30% of the U.S. sparkling water market at its peak. This highlights the potential for TALEA to reach health-conscious consumers with complementary products.

6

## Future Potential

This product will diversify TALEA's product line while staying true to its flavor-forward identity. Less can be more—leveraging TALEA's existing taproom model for non-alcoholic offerings may expand its audience without diluting the brand. The idea would be to make Talea's seltzer a staple at all NYC office inventories.

# Long-term Business Plan

- **KPIs to Track:**
  - Additional Revenue at Venue
  - Sticky Clientele (multiple events)
  - Conversions to In-Store or Online Purchases
- **Investments:**
  - Hiring Bartenders Specifically for Corporate Events
  - Purchasing Distribution Licenses for Bartenders
  - Purchasing Chilling and Transport-friendly Equipment



JUST DO IT

#1

Post-COVID, firms have  
their pockets wide-open  
to in-office events.

\$40,000

ANNUAL BUDGET

#2

Employees want an  
approachable and  
inclusive alcohol selection.