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-SECTION 01-

HISTORY

THE IDEA FOR FLASKAP OCCURRED TO ME ON A RIVER FLOAT IN 2016. I REMEMBER LOOKING AROUND THE RAFTS AT EVERYONE ON THE TRIP. WE HAD PEOPLE FROM ALL WALKS OF LIFE, WITH DIFFERENT PERSONALITIES, JOBS, AND BACKGROUNDS - YET EVERYONE WAS DRINKING OUT OF A STAINLESS STEEL TUMBLER. MEANWHILE, THE BOTTLE OF VODKA, THE THING THAT GAVE ANY MEANING TO OUR TUMBLERS WAS FACEDOWN IN A POOL OF DIRTY WATER AT THE BOTTOM OF THE BOAT.

DRINKING HAS A WAY OF BRINGING PEOPLE TOGETHER. THE STORIES WE CREATE AND THE MOMENTS WE SHARE ARE GENERALLY GREAT ONES. HOWEVER, THERE'S A HASSLE THAT COMES ALONG WITH FIXING A PROPERLY MIXED DRINK WHEN YOU'RE OUTSIDE. THAT DAY, I FOUND THAT THE HASSLE WAS PREVENTING ME FROM ENJOYING MY TIME WITH FAMILY AND FRIENDS.

I SET OUT TO SOLVE THE PROBLEM AND FIND A BETTER WAY TO CARRY AND MIX COCKTAILS WHEN HOBBIES TAKE US AWAY FROM HOME. I LOOKED TO THE TRADITIONAL FLASK, AN ITEM THAT HADN'T EVOLVED IN HUNDREDS OF YEARS, AND GOT TO WORK.

FROM THERE, FLASKAP WAS BORN. WE'VE REVOLUTIONIZED THE ALCOHOL VESSEL, ALLOWING OUR CUSTOMERS TO ENJOY THEIR FAVORITE DRINKS COMPLETELY ON THEIR TERMS.

THE INSPIRATION CONTINUES TO THIS DAY. WE CONTINUE TO BE MOTIVATED NOT ONLY TO IMPROVE THE WAY WE DRINK BUT THE WAY WE EXPERIENCE LIFE WHILE DRINKING.



-SECTION 02-

MISSION

OUR MISSION IS TO REVOLUTIONIZE THE WAY PEOPLE DRINK ALCOHOL OUTSIDE. WE BELIEVE THAT DRINKING SHOULD REVOLVE AROUND OUR LIFESTYLE, NOT THE OTHER WAY AROUND. SO WE PROVIDE PREMIUM PRODUCTS THAT TAKE YOU BEYOND THE BAR, WITH ZERO WASTE.

WE RAISE OUR FLASK TO UNFORGETTABLE MOMENTS WITH FAMILY AND FRIENDS, WE'RE DEDICATED TO MAKING SURE THEY LAST.



-SECTION 03-

PRINCIPLES

THE FOUNDATIONAL BELIEFS THAT DRIVE THE FLASKAP BRAND.

BALANCE

WE BELIEVE IN AN INTENTIONAL LIFESTYLE, WHERE HARD WORK AND RESPONSIBILITY ARE MET WITH EQUAL MOMENTS OF RELAXATION AND ENJOYMENT, WITH A DRINK IN A HAND.

CONTROL

ENJOY YOUR DRINK PERFECTLY MADE YOUR WAY WITHOUT SACRIFICING QUALITY OR QUANTITY. SIP YOUR BEVERAGE EXCLUSIVELY ON YOUR TERMS.

CELEBRATION

LIFE IS WHAT YOU MAKE IT, WE PREFER TO MAKE IT A CELEBRATION, CHEERS.

OUTDOORS

IN OUR EXPERIENCE, THE FONDEST MEMORIES AND THE BIGGEST SMILES ALL OCCUR OUTSIDE. NOTHING SHOULD HOLD YOU BACK IN THOSE MOMENTS.

SUSTAINABILITY

OUR PRODUCT IS DESIGNED TO TAKE YOU OUT INTO THE WORLD WHILE KEEPING THE EARTH CLEAN IN THE PROCESS. DEAR FUTURE GENERATIONS, THE NEXT ROUND IS ON US.





-SECTION 04-

PERSONALITY

FAMILY-ORIENTED

FAMILY IS AN ESSENTIAL PART OF OUR LIFE, AND WE WOULDN'T CHANGE THAT EVEN IF WE COULD. KIDS, SIBLINGS, AND PARENTS - IF WE'RE HAVING A GOOD TIME IT'S PROBABLY WITH THEM.

MOTIVATED

WHETHER IT'S AN INVIGORATING WORKOUT OR OUR PROFESSIONAL AMBITIONS, WE GO ALL IN TO MAKE SURE THE RESULT IS TOP-NOTCH. WE ARE UNWAVERING IN OUR COMMITMENT TO ATTAINING THE BEST.

SOCIAL

WE ENJOY THE COMPANY OF FRIENDS AND FAMILY MORE THAN ANYTHING. THROUGH GENUINE CONVERSATION, WE BRING PEOPLE TOGETHER FOR EXPERIENCES THEY'LL NEVER FORGET.

WITTY

WE ARE INTELLIGENT, WITH A GREAT AND INVENTIVE SENSE OF HUMOR. IT HAS ALWAYS COME NATURALLY.

SEASONED

WE ALWAYS KNOW WHEN TO PARTAKE, AND WHEN TO HIT THE BRAKES. YEARS OF EXPERIENCE WITH ALCOHOL AND SOCIALIZATION HAVE MADE US WISE. WE'RE CONFIDENT IN OUR DRINKS AND OUR JUDGMENT.

UNAPOLOGETIC

OUR HONESTY IS NON-NEGOTIABLE. WE DRINK WHAT WE PREFER AND STAND BY OUR PRINCIPLES, WITHOUT WORRYING ABOUT OTHERS OPINIONS.

THOUGHTFUL

WE CONSIDER THE NEEDS OF OUR CUSTOMERS THROUGH EVERY STEP OF THEIR JOURNEY WITH US. THIS IS REFLECTED IN OUR WARRANTY POLICY, CUSTOMER SERVICE, PRODUCT DESIGN, AND ENVIRONMENTAL INITIATIVE.

JOYFUL

AT THE END OF THE DAY, THERE'S NOTHING THAT CAN STOP US FROM ENJOYING LIFE. WE MAY BE TIRED FROM THE DAILY GRIND, BUT WE ALWAYS ENJOY EVERY STEP OF THE PROCESS.

IF FLASKAP WAS A PERSON, THIS IS THE PATTERN OF HOW THEY WOULD BEHAVE, SPEAK AND THINK.





-SECTION 05-

KEY PILLARS

BRAND MESSAGING

BEYOND THE BAR

PRODUCT MESSAGING

DRINK WITHOUT COMPROMISE

MISSION MESSAGING

DRINK SUSTAINABLY.



BEYOND THE BAR

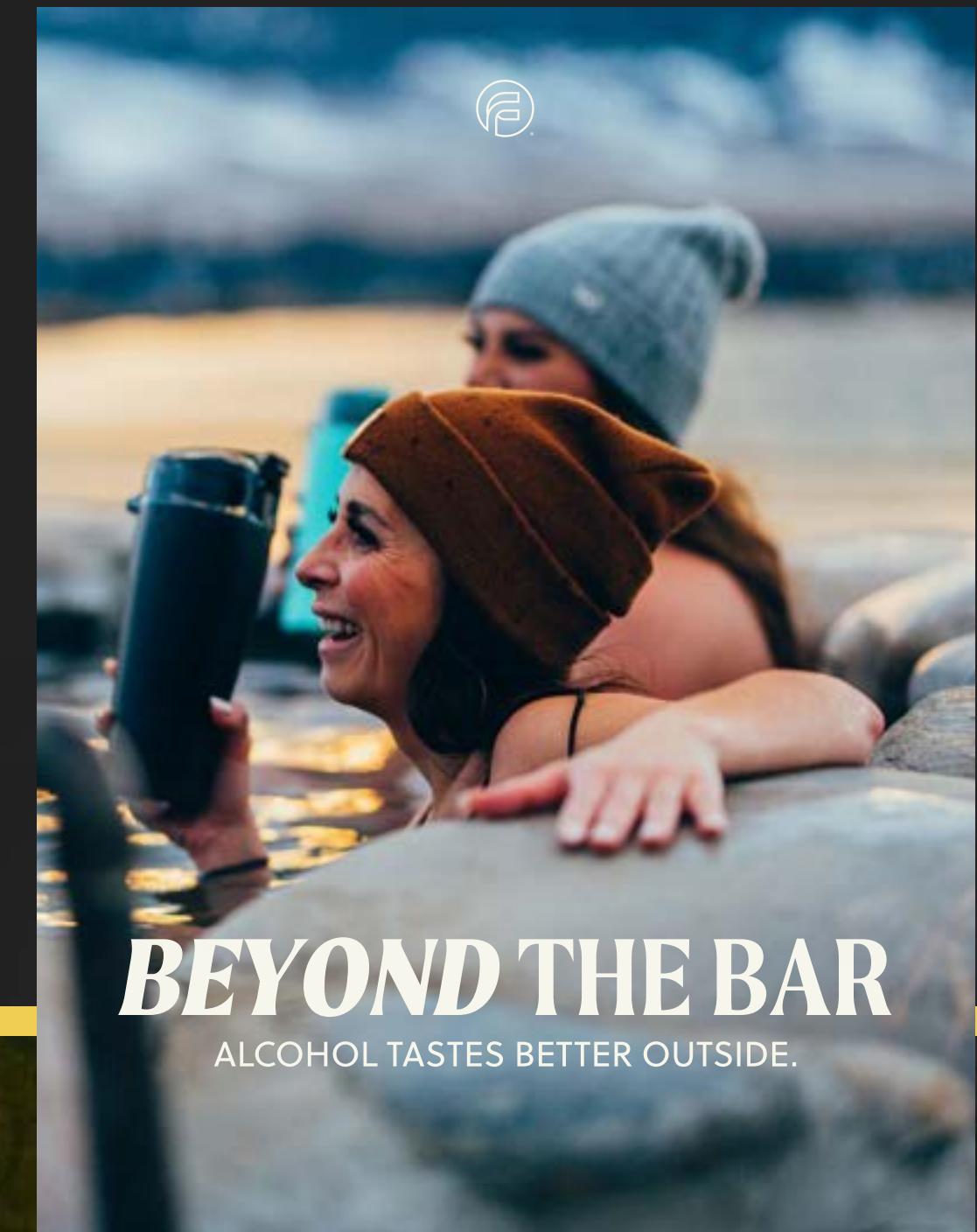
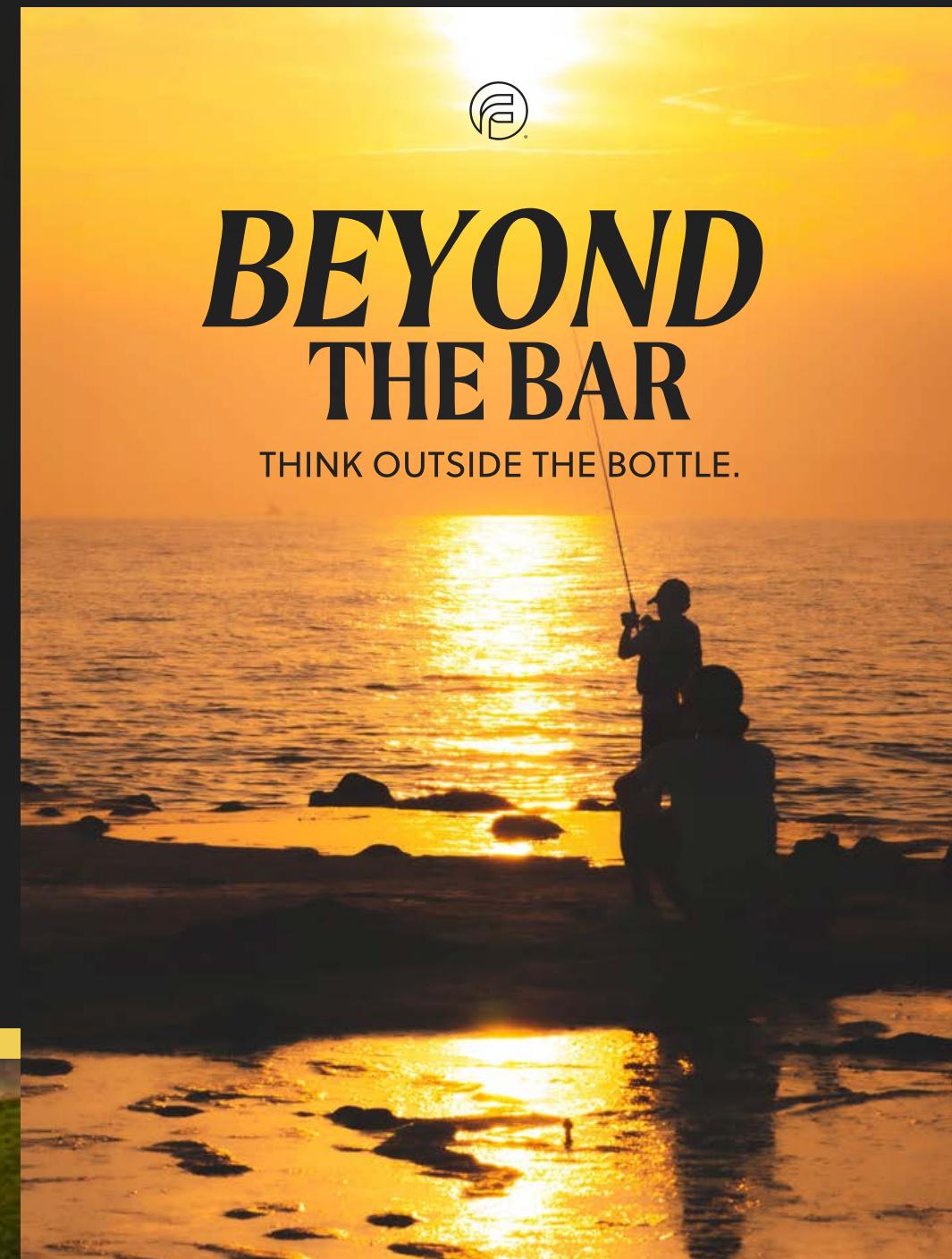
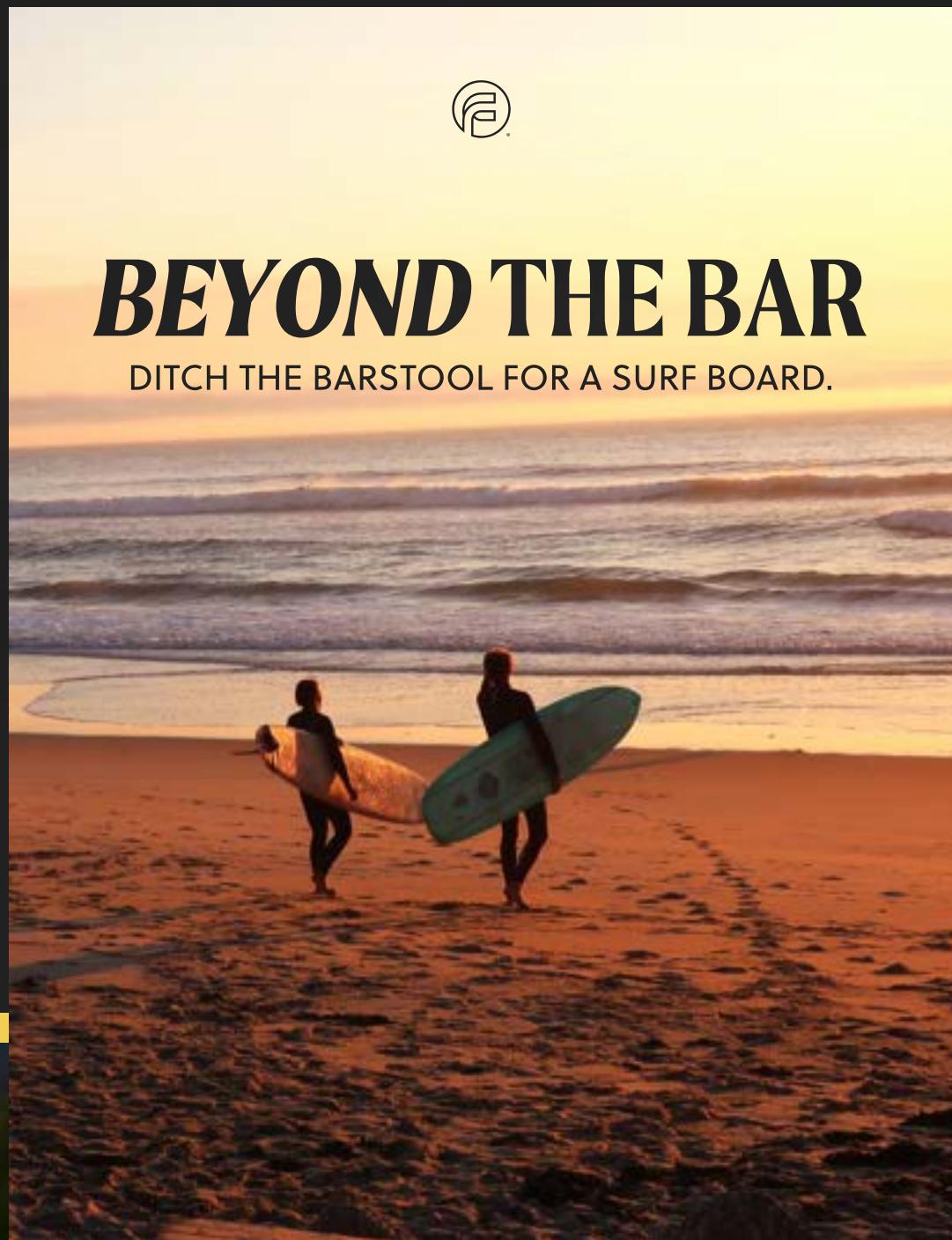
BRAND MESSAGING

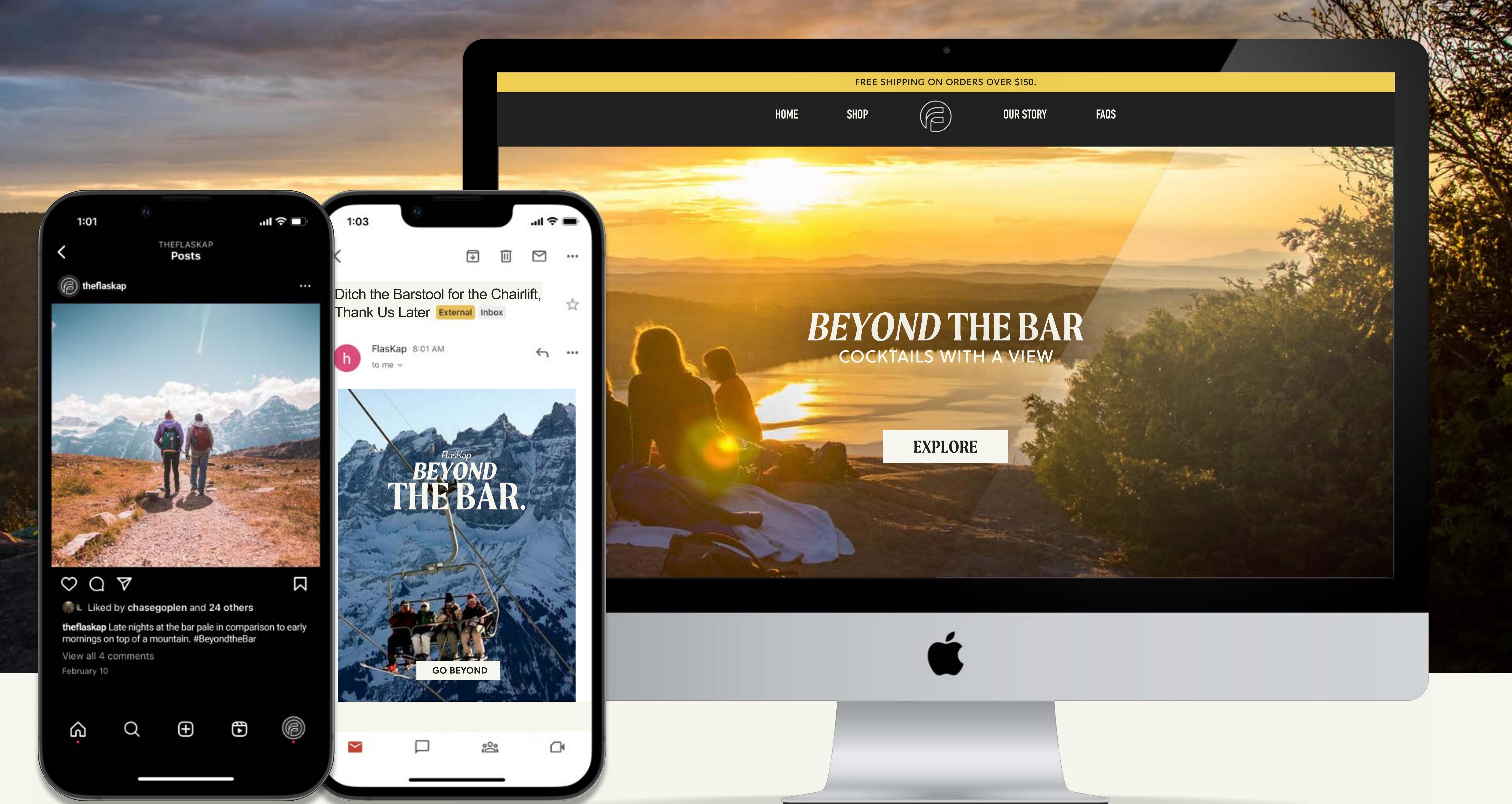
"BEYOND THE BAR" SPEAKS TO THE UNIFYING CONCEPT OF DRINKING OUTSIDE. THE GOAL IS TO INSPIRE CUSTOMERS TO TAKE THE GOOD TIMES HAD WHILE CONSUMING ALCOHOL WITH THEM WHEN THEY VENTURE OUTDOORS.

RESPONSIBILITIES AND THE DEMANDS OF DAILY LIFE MAKE GOING TO THE BAR FOR A GOOD COCKTAIL MORE DIFFICULT THAN IT'S WORTH. THAT BEING SAID, WE STILL ALWAYS LOOK FORWARD TO ENJOYING OUR FAVORITE COCKTAIL WHEN THE TIME IS RIGHT. THESE DAYS, THAT COMES ALONG LESS THAN IT USED TO. SO WHETHER IT'S RELAXING BY THE BEACH WHILE THE KIDS MAKE SAND CASTLES, OR IN BETWEEN HOLES PLAYING A SUNDAY 18 WITH FRIENDS, WE NEED TO BE PREPARED.

SO, WE CREATED THE PERFECT WAY TO PACK, DISPENSE, AND RESPONSIBLY ENJOY ALCOHOLIC BEVERAGES ANYWHERE LIFE BRINGS YOU.

GO BEYOND THE BAR.





PRODUCT MESSAGING

OUR PRODUCTS ALLOW YOU TO HAVE YOUR FAVORITE DRINKS IN ANY SETTING WITHOUT SACRIFICING THE HOBBIES YOU LOVE, CONTROL OF WHAT YOU DRINK, OR THE AMOUNT OF DRINKING YOU WANT TO DO.

DRINK WITHOUT COMPROMISE.

The image is a composite of three screens illustrating product messaging. At the top, a yellow banner on a dark header bar reads 'FREE SHIPPING ON ORDERS OVER \$150.' Below it, a navigation menu includes 'HOME', 'SHOP' (with a logo icon), 'OUR STORY', and 'FAQS'. The main content area features a photograph of a person carrying a surfboard on a beach. Overlaid text reads 'DRINK WITHOUT COMPROMISE.' and 'DRINK-WARE THAT WORKS HARD SO YOU CAN PLAY HARD.' A 'PLAY HARD' button is visible. The bottom of this section shows a blurred image of two flaskap products. To the right, a smartphone displays a social media post from 'theflaskap' with the caption: 'Surfing has always been my favorite thing in the world. With my flaskap system, I'm able to stay hydrated during the surf, enjoy my favorite drinks afterwards without sacrificing quality or quantity. It really is a flawless way to enjoy your favorite beverages while doing what you love.' The post includes a timestamp '1:01', a photo of two people on a beach, and social media interaction icons.

MISSION MESSAGING

BECAUSE WE INSPIRE OUR
CONSUMERS TO DRINK OUTSIDE AND
GO BEYOND THE BAR WE HAVE TO
MOTIVATE THEM TO DO SO
SUSTAINABLY.



DRINK SUSTAINABLY



SEEING A RED SOLO CUP LITTERED ON THE GROUND IS SOMETHING EVERYONE HAS EXPERIENCED. THESE CUPS ARE MADE FROM POLYSTYRENE WHICH IS TOO DANGEROUS AND ECONOMICALLY INEFFICIENT TO RECYCLE. WE USE THESE RED PLASTIC CUPS FOR 15 MINUTES AND THEN THEY'RE ON EARTH FOR 450-1000 YEARS.

WE AS HUMANS SHOULD BE ABLE TO CONSUME BEVERAGES OUTDOORS WITHOUT LEAVING TRASH. WE'RE MAKING THIS EASIER THAN EVER. SUPERIOR COCKTAILS ARE JUST A BONUS.

JOIN THE MOVEMENT TO REPLACE ALL DISPOSABLE DRINKING CONTAINERS.



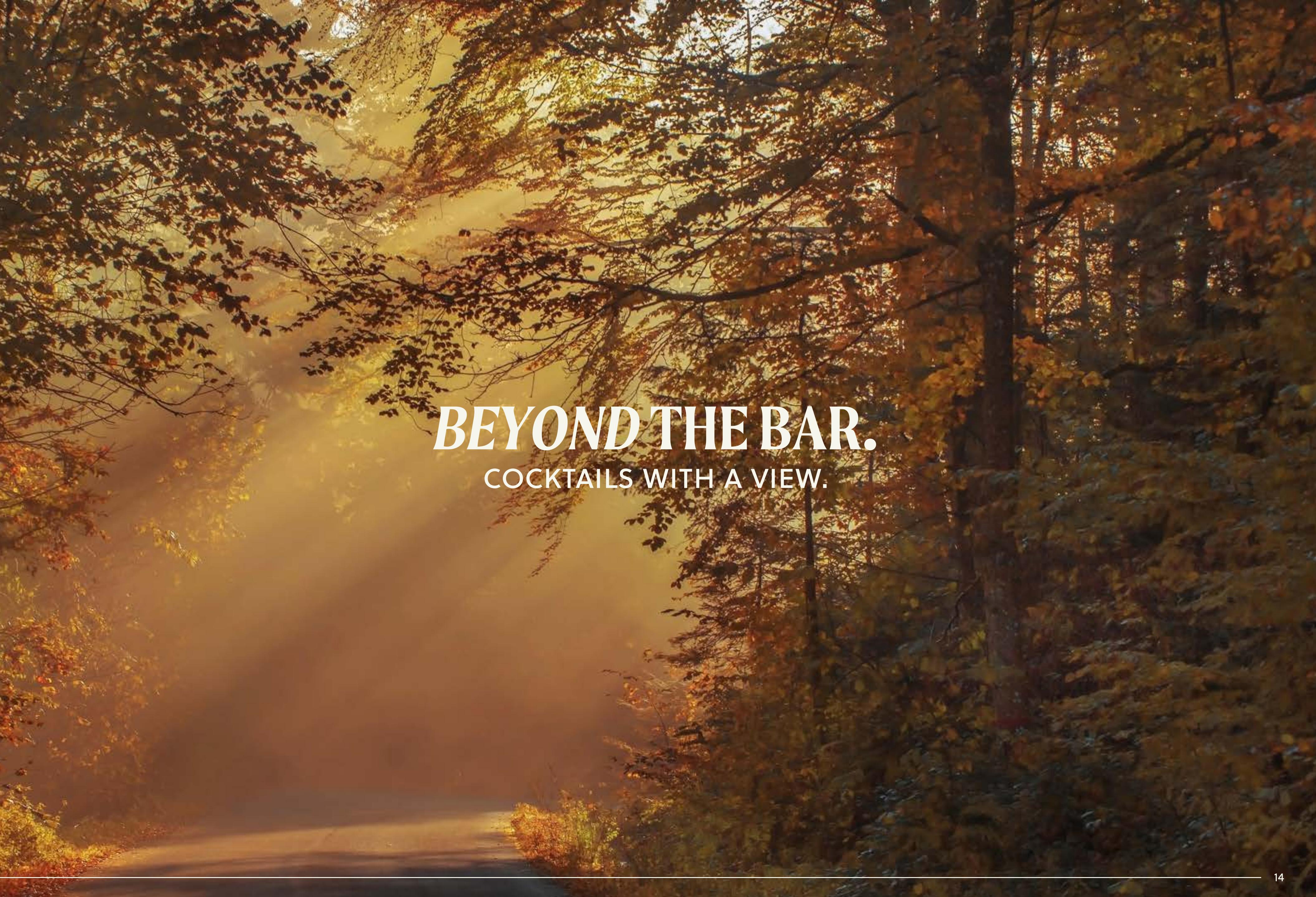


-SECTION 06-

VISUAL IDENTITY

THE FOLLOWING SECTION OUTLINES FONT, COLORS, AND LOGO.

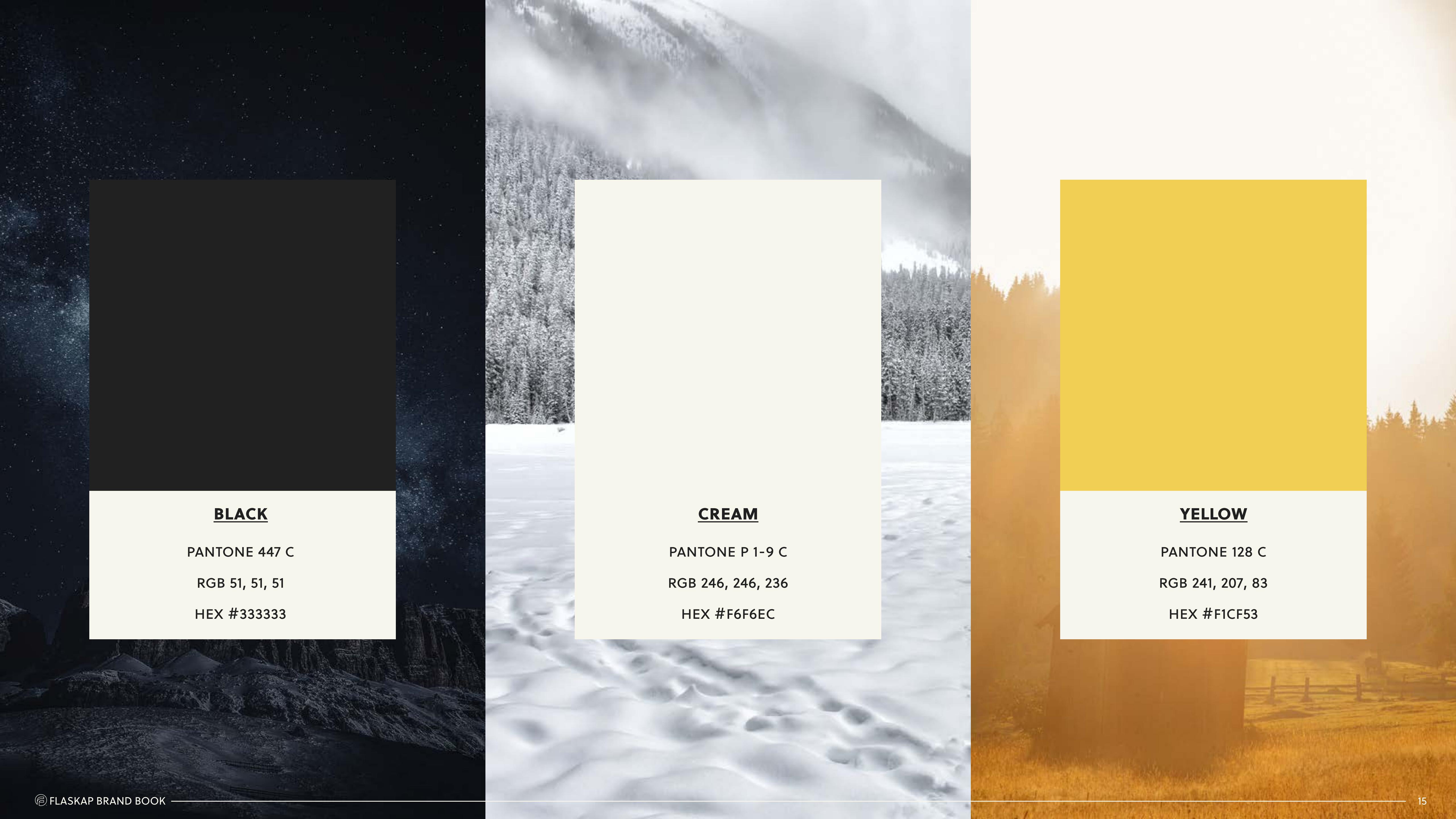




MORET
SEMIBOLD, UPPERCASE

SOLEIL
REGULAR, FORCED SMALL CAPS

BEYOND THE BAR.
COCKTAILS WITH A VIEW.



BLACK

PANTONE 447 C

RGB 51, 51, 51

HEX #333333

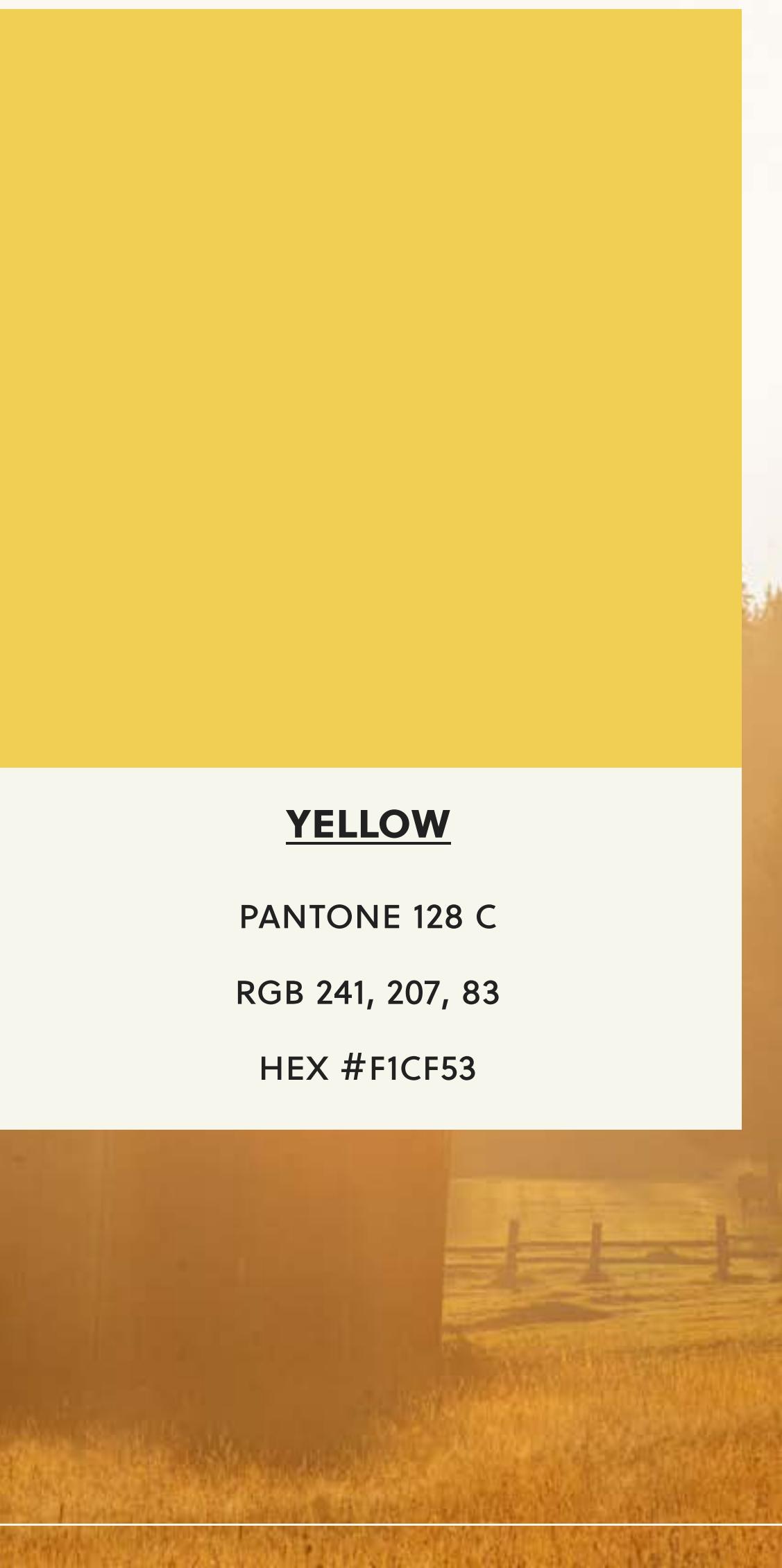


CREAM

PANTONE P 1-9 C

RGB 246, 246, 236

HEX #F6F6EC



YELLOW

PANTONE 128 C

RGB 241, 207, 83

HEX #F1CF53



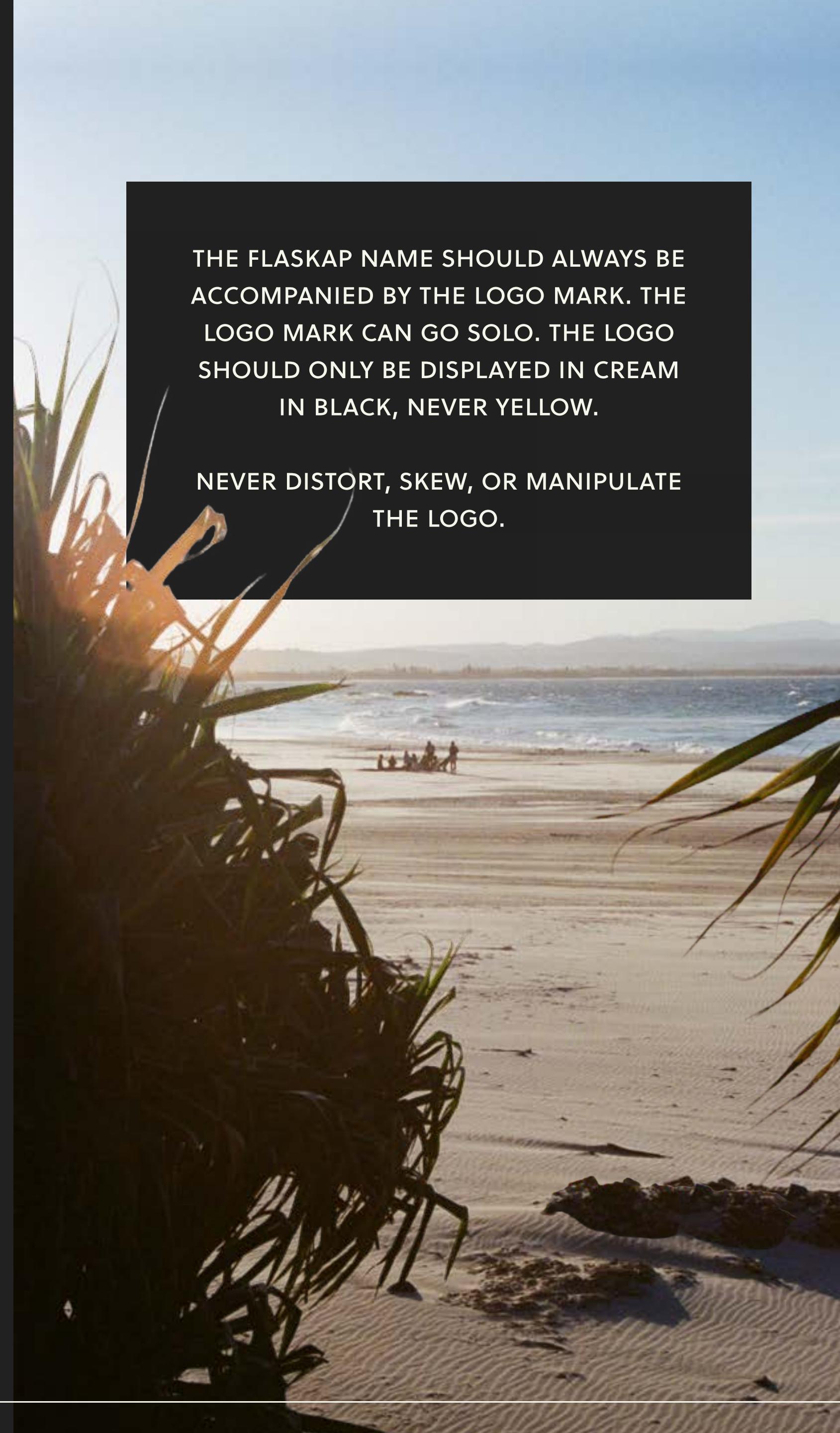
PRIMARY



ALT 1



ALT 2



PRIMARY



ALT 1



ALT 2

-SECTION 07-

PHOTOGRAPHY

THE GOAL OF THIS GUIDE IS TO PROVIDE DIRECTION FOR ALL BRAND PHOTOGRAPHY.

AT A HIGH LEVEL, IMAGES NEED TO BE EVERYTHING THAT A BAR ISN'T. BRIGHT, COLORFUL, ACCURATE, REFRESHING, OPEN, AND TEXTURED.

ALL CONTENT WILL AIM TO INSPIRE THOSE WHO SEE IT TO LIVE THEIR LIFE TO THE FULLEST, EMBRACE THE OUTDOORS, AND SPEND TIME WITH THOSE THEY ENJOY. ALL OF THIS WILL BE DONE WHILE ALWAYS MAINTAINING A PREMIUM, AUTHENTIC, FUN FEEL.

BECAUSE FLASKAP PRODUCTS ARE INTENDED FOR ALCOHOLIC BEVERAGES, ALL IMAGERY MUST PORTRAY AN OUTSTANDING TIME, WHILE MAINTAINING A RESPONSIBLE, IN-CONTROL TONE.





AUTHENTICITY

AUDIENCES ARE SAVVIER THAN EVER. THE APPROACH SHOULD BE TO DOCUMENT RATHER THAN POSING OR SETTING UP. THERE SHOULD BE NO QUESTION THAT THE ACTIVITY AT HAND IS TAKING PLACE IN THE EYES OF SOMEONE WHO KNOWS THE ROPES.



EMOTIONS OF A WELL-MANAGED GOOD TIME

FLASKAP IS THE BUTTON YOU PRESS FOR A GOOD TIME. IMAGES SHOULD HIGHLIGHT PEOPLE HAVING THAT TIME, BUT NEVER FEEL LIKE ALCOHOL IS THE SOLE REASON. THINK GENUINE LAUGHS, EXPRESSIVE HANDS, AND AFFECTIONATE INTERACTIONS.



EMBRACE THE OUTDOORS

WE ARE CHANGING THE WAY PEOPLE DRINK AND VIEW DRINKING IN THE OUTDOORS. IMAGERY SHOULD HAVE PLEASING OUTDOOR ELEMENTS THAT MAKE IT OBVIOUS WHY DRINKING OUTSIDE IS SUPERIOR.



SOCIAL

DRINKING IS A SOCIAL ACTIVITY, AND AS A BRAND WE WANT TO INCORPORATE FRIENDS AND FAMILY. IMAGES WITH ALCOHOL OR IMPLIED ALCOHOL SHOULD ALWAYS IMPLY SOCIAL ACTIVITY WITH SAID FRIENDS OR FAMILY.

NO DRINKING ALONE.



WIDE PERSPECTIVE OR STORY-DRIVEN CLOSE-UP

WHETHER IT'S CAPTURING THE ACTIVITY, SETTING, OR GROUP, USING A WIDE PERSPECTIVE IS VERY EFFECTIVE AT SHOWING WHAT GOING BEYOND THE BAR REALLY MEANS.



DRAMATIC LIGHT, DRAMATIC COLOR

WE'RE AIMING TO INSPIRE PEOPLE TO GET OUTSIDE. A GREAT WAY TO DO THIS IS TO SKILLFULLY CAPTURE THE VISUALS MOTHER NATURE HAS PAINTED US. ALWAYS AVOID FLAT LIGHT AND LOW CONTRAST.



CREATIVE PERSPECTIVE

USE UNIQUE ANGLES AND ELEMENTS TO DIFFERENTIATE OUR CONTENT. A UNIQUE, INNOVATIVE BRAND NEEDS UNIQUE INNOVATIVE IMAGERY TO EXPRESS THAT.



SHALLOW DOF

SHALLOW DEPTH OF FIELD HAS A WAY OF FOCUSING ATTENTION ON A SPECIFIC ASSET OF THE STORY. IT'S A TOOL THAT CAN BE USED TO GIVE IMAGERY A PREMIUM FEEL AND TO EFFICIENTLY SHOW VIEWERS WHAT PART OF THE IMAGE IS IMPORTANT TO THE STORY.



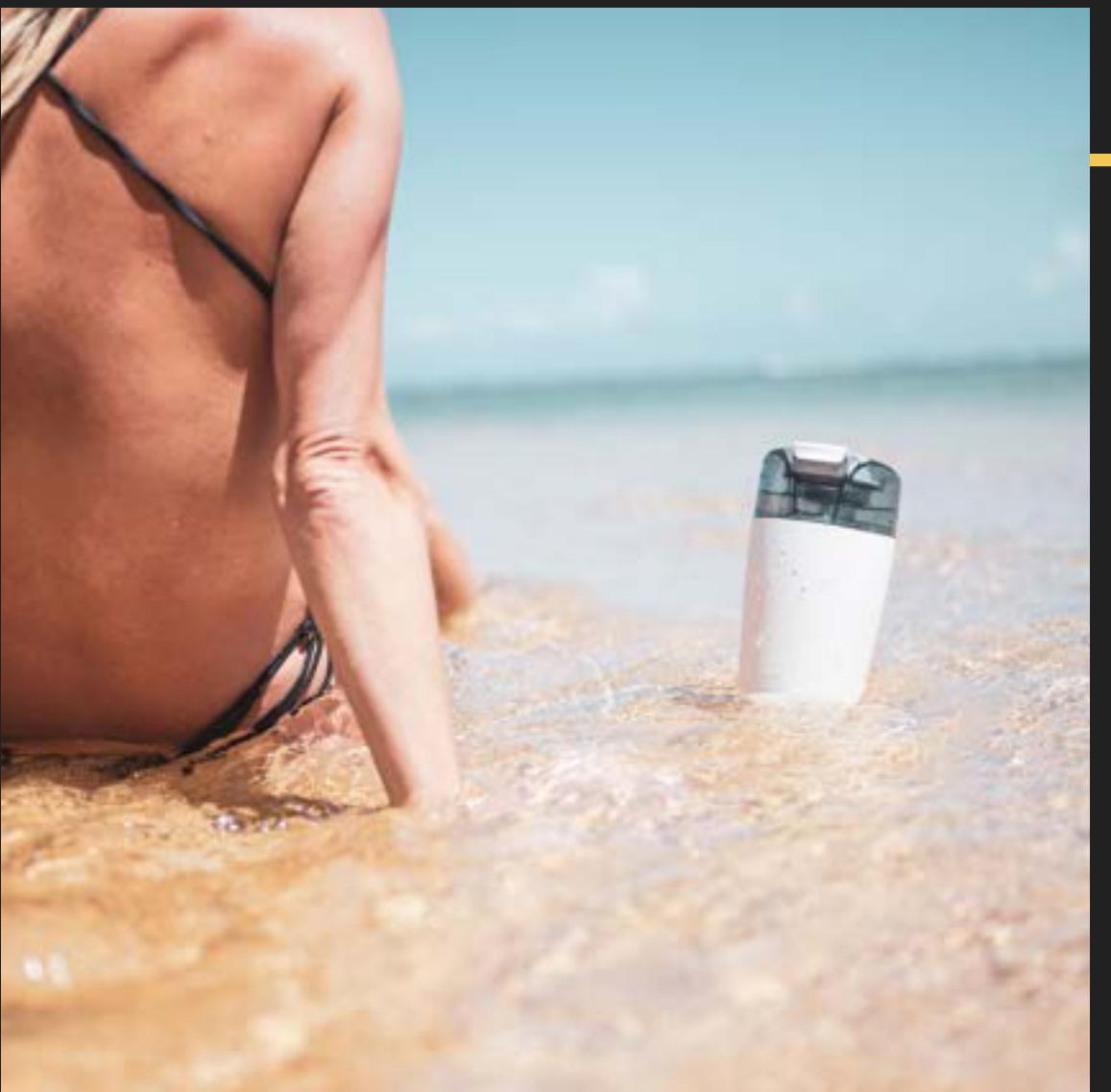
REALISTIC SETTINGS

AUTHENTICITY MATTERS. DON'T FORCE PRODUCTS INTO SCENES THEY WOULDN'T NORMALLY BE IN. PLACE THE PRODUCT IN AN ACTIVITY, RATHER THAN AN ACTIVITY AROUND THE PRODUCT.



PEOPLE AND PROPS

THE PRODUCT IS STILL IN FOCUS BUT INCORPORATES PEOPLE, PROPS, OR NATURAL ELEMENTS THAT TELL A STORY AND PROVIDE CONTEXT.



INCORPORATE THE SETTING

USE THE ENVIRONMENT CREATIVELY TO UNIQUELY HIGHLIGHT EXACTLY WHERE BEYOND THE BAR THE PRODUCT IS BEING USED. THE SETTING EDUCATES USERS WHILE ALSO INSPIRING THEM.



NATURAL ACTION TO HIGHLIGHT FEATURES

INCORPORATE NATURAL ACTIONS MADE WHEN USING THE PRODUCT THAT EDUCATES THE VIEWERS. THEY SHOULD NEVER FEEL FORCED, UNNATURAL, OR UNREALISTIC.



TOP-DOWN ANGLES

WHEN HIGHLIGHTING FLASKAP PRODUCTS, ITS IMPORTANT VIEWERS CAN SEE THE TOP OF THE LID. AVOID ALL SHOTS FROM A LOWER ANGLE, AND SHOOT FROM THE SIDE CAUTIOUSLY.



NATURAL POSITIONING

THE PRODUCT SHOULD BE HELD AND USED IN A NATURAL WAY. AVOID POINTING THE LOGO TOWARD THE CAMERA WHEN HELD OR IN A NATURAL POSITION.



IN USE, PROPERLY

MAKE SURE THE PRODUCT IS FULL OF LIQUID. MAKE SURE THE LID IS SECURELY FASTENED, AND THAT THE SNAPBACK LID IS OPEN WHEN DRINKING AND CLOSED WHEN ON THE MOVE.



IN ITS ELEMENT

AVOID FINGERPRINTS, HAIR, AND GREASE. EVERYTHING ELSE IS FAIR GAME, THIS PRODUCT IS MEANT TO BE USED IN THE OUTDOORS, THE MORE WE CAN SHOW THAT THE BETTER.



CLEAN & PROFESSIONAL

ABOVE ALL, STUDIO PHOTOGRAPHY NEEDS TO CONVEY THE PRODUCT ACCURATELY IN A CLEAN, AND CONCISE WAY. IMAGERY SHOULD ALWAYS BE THE HIGHEST RESOLUTION. IF THERE ARE PHOTOSHOPPED ELEMENTS THEY NEED TO FEEL NATURAL.



NATURAL ELEMENTS

GOING BEYOND THE BAR, EVEN IN THE STUDIO. WE WANT TO INSPIRE OUR CUSTOMERS TO GET OUTSIDE IN ALL VISUALS AND LET NEW POTENTIAL CUSTOMERS KNOW WHAT WE'RE ABOUT AT JUST A GLANCE.



CONSISTENT SHADOWS AND LIGHTING

PRODUCT PHOTOGRAPHY NEEDS TO BE CONSISTENT ACROSS ALL PLATFORMS. THIS INCLUDES CROP, COLORING, STUDIO, LIGHTING ANGLE, AND THEME.



COLORS THAT COMPLIMENT PRODUCT

OUR PRODUCTS ARE FUN WITH BEAUTIFUL COLOR WAYS. BEING MINDFUL OF THOSE WHILE CHOOSING BACKGROUNDS, AND NATURAL ELEMENTS WILL ELEVATE ALL VISUALS.



AVOID NON-FLASKAP LOGOS

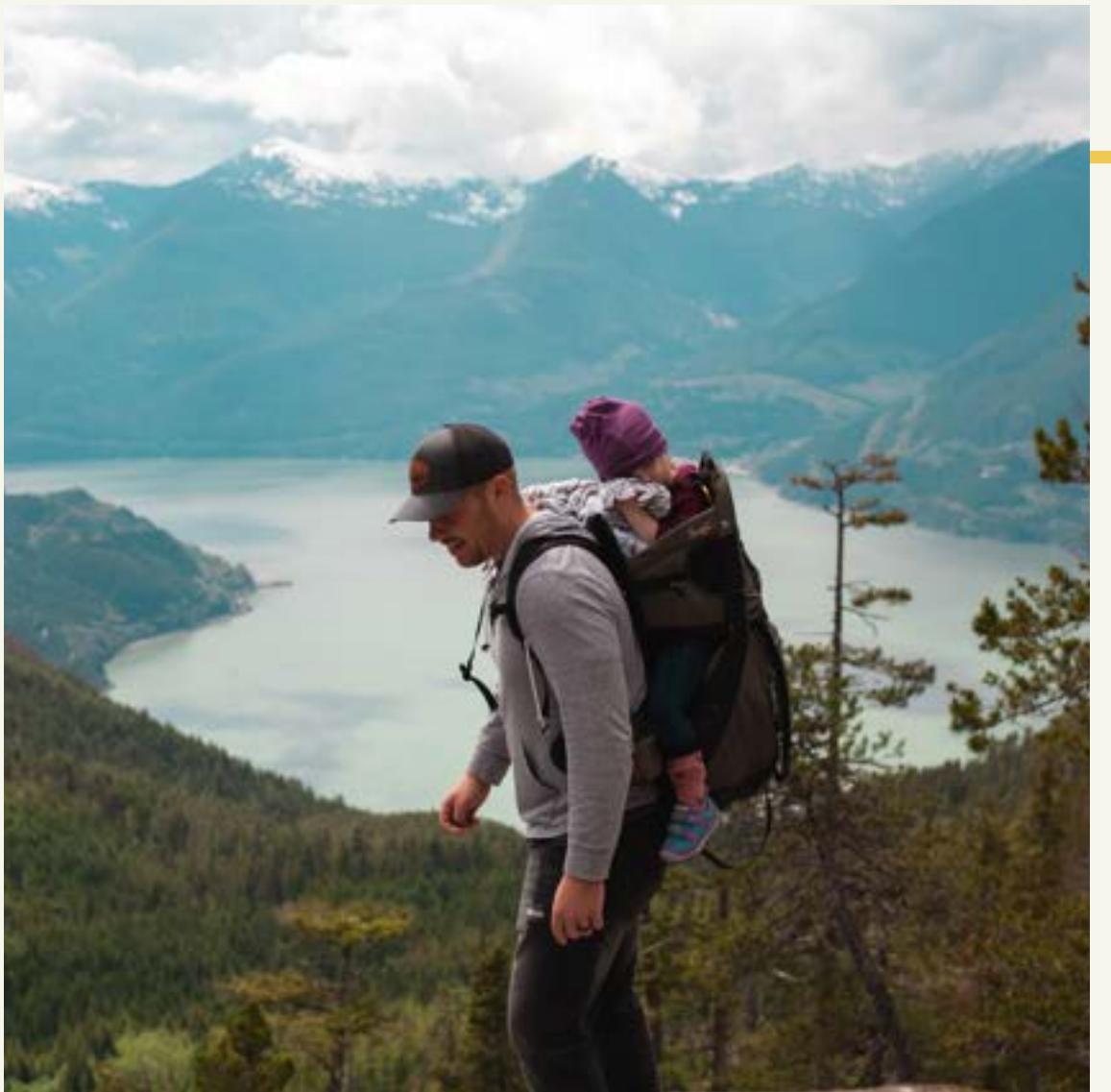
SHOWING PARTIAL LOGOS OF COMPATIBLE TUMBLERS IS ACCEPTABLE. AVOID HIGHLIGHTING ALCOHOL BRANDS AS WELL AS NON-FLASKAP LOGO WEAR.



ACCURATE MODELS

IN THESE SHOTS WE NEED MODELS THAT POSITIVELY REFLECT THE DEMOGRAPHIC WE ARE WANTING TO CAPTURE.

ADULTS AGE 30 TO 60
KIDS AGE 4-14
HEALTHY, CLEAN,
PREPARED, CONFIDENT



EXERCISE CAUTION AROUND GUNS, KIDS AND VEHICLES

RESPONSIBILITY IS A PERSONALITY OF THE BRAND. IF AN IMAGE HAS WEAPONS OR VEHICLES, IT NEEDS TO BE CLEAR AND OBVIOUS THEY ARE NOT DRINKING. IF A PHOTO HAS KIDS IN IT, THE INTERACTION NEEDS TO BE PASSIVE OR IN THE BACKGROUND.

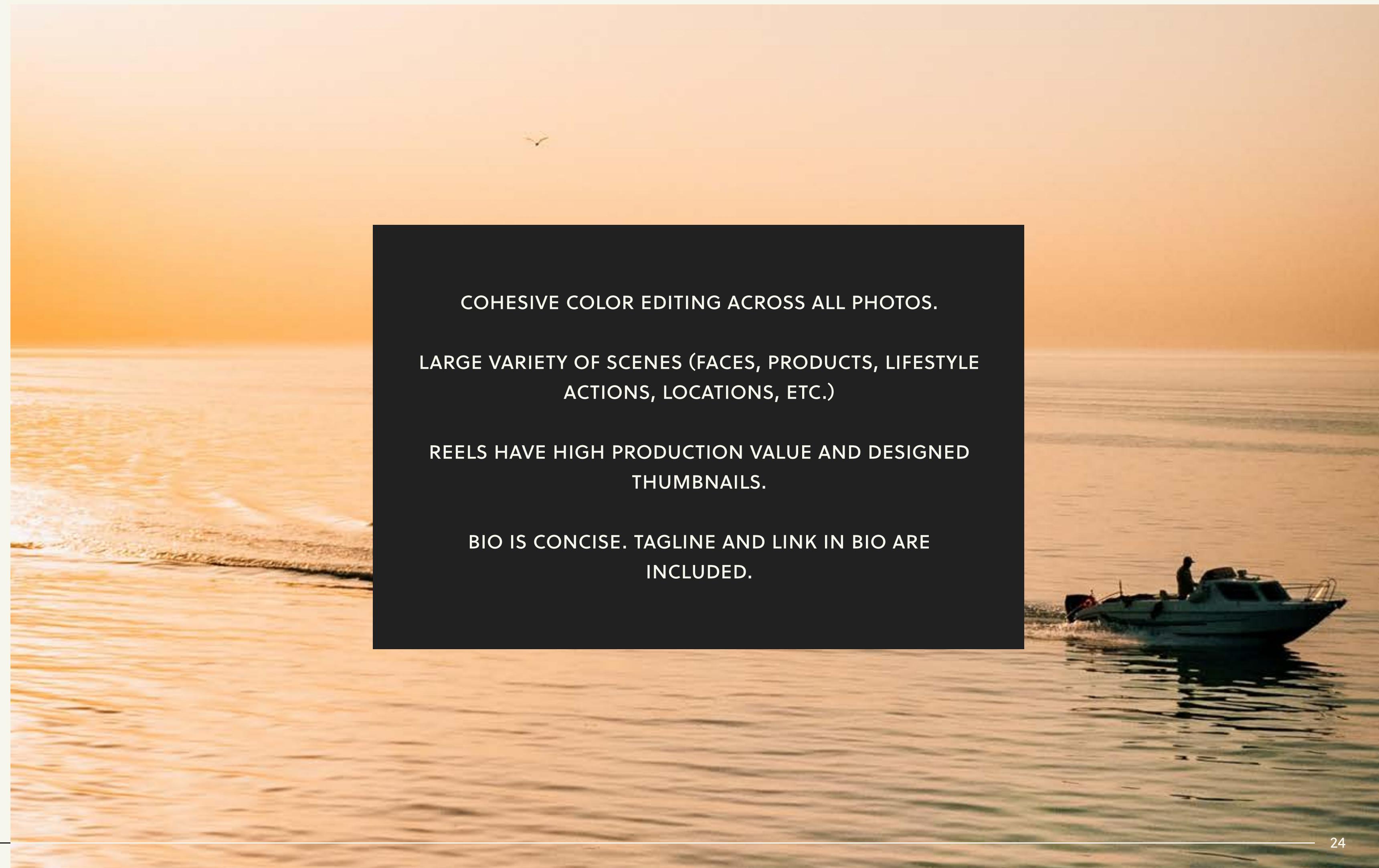
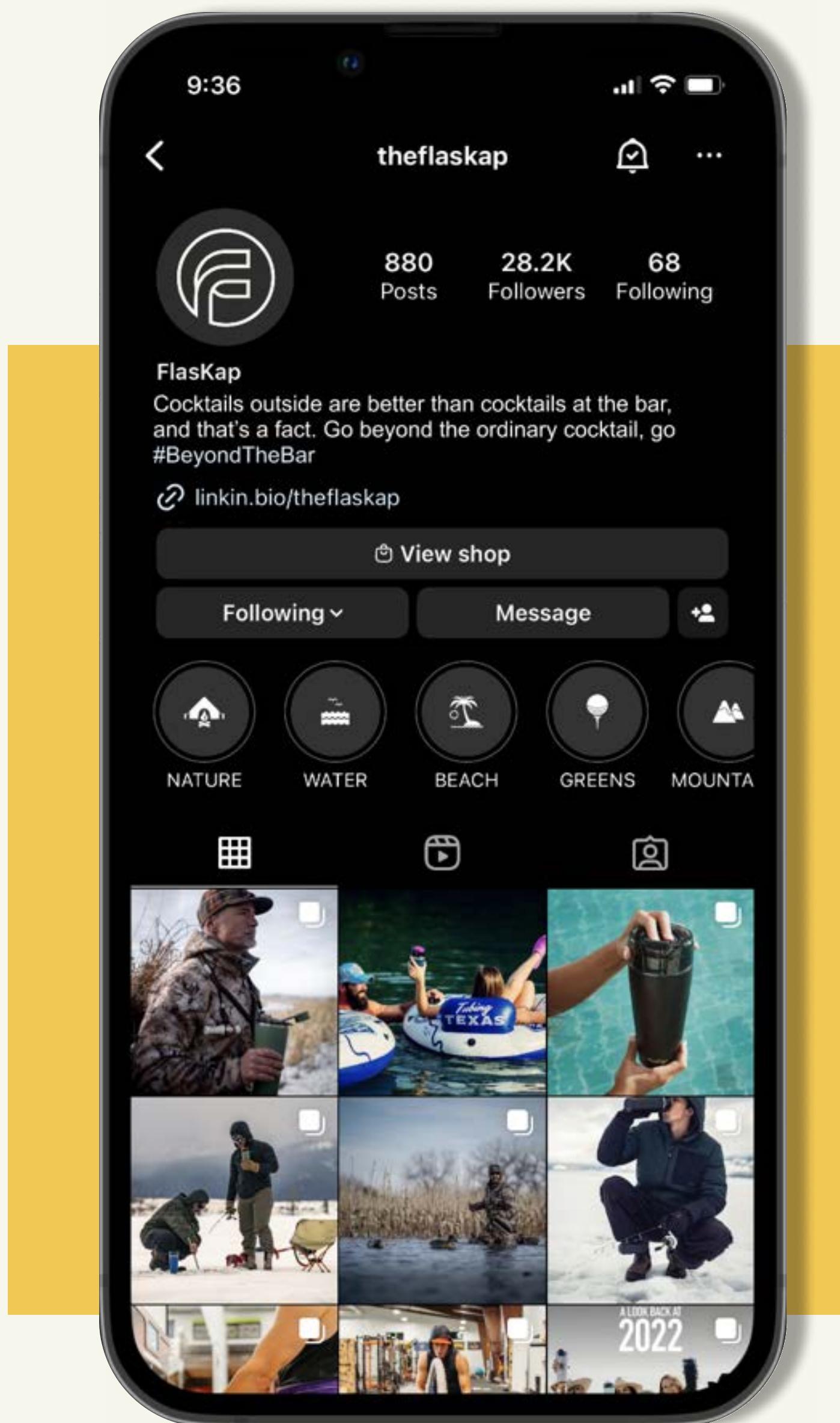


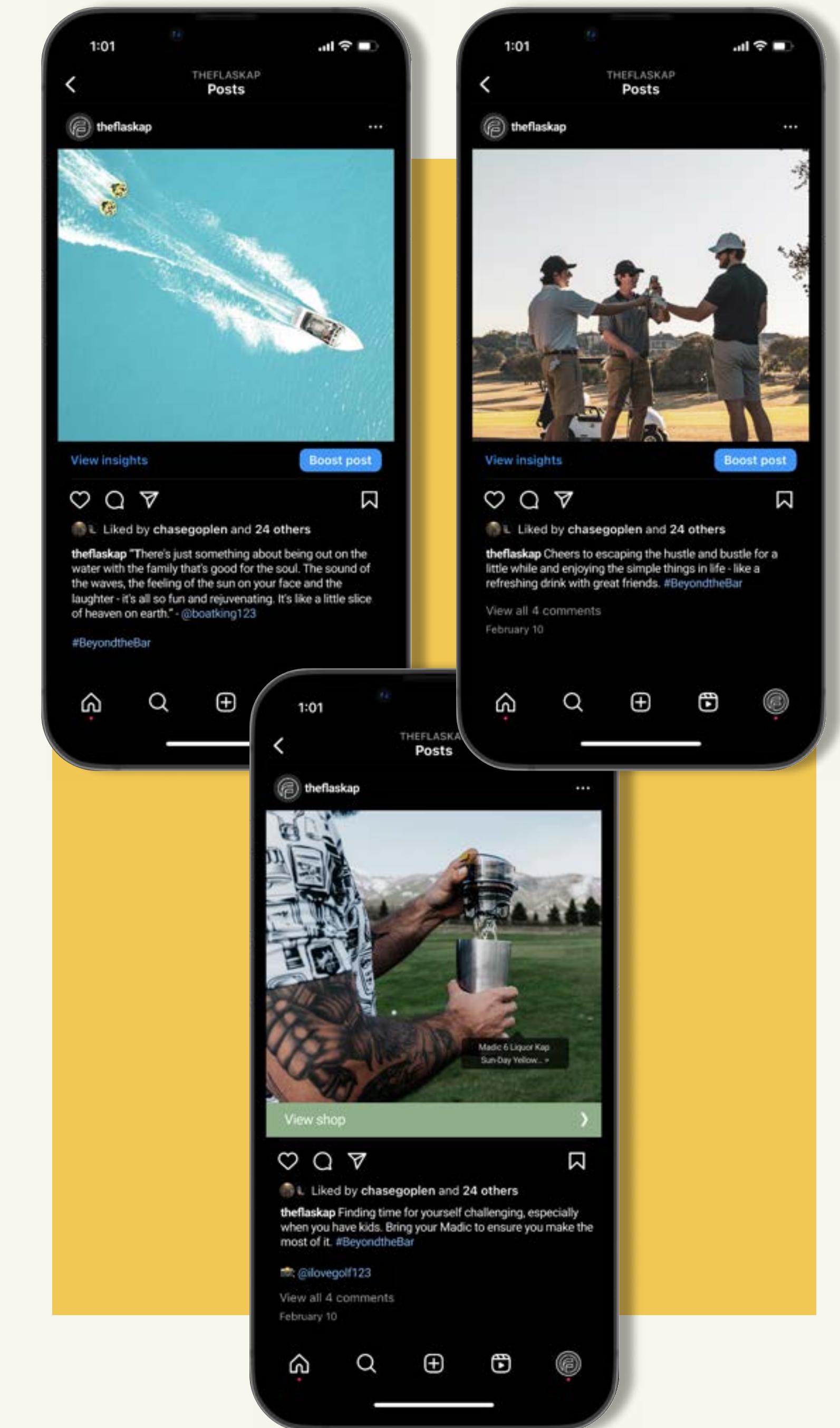
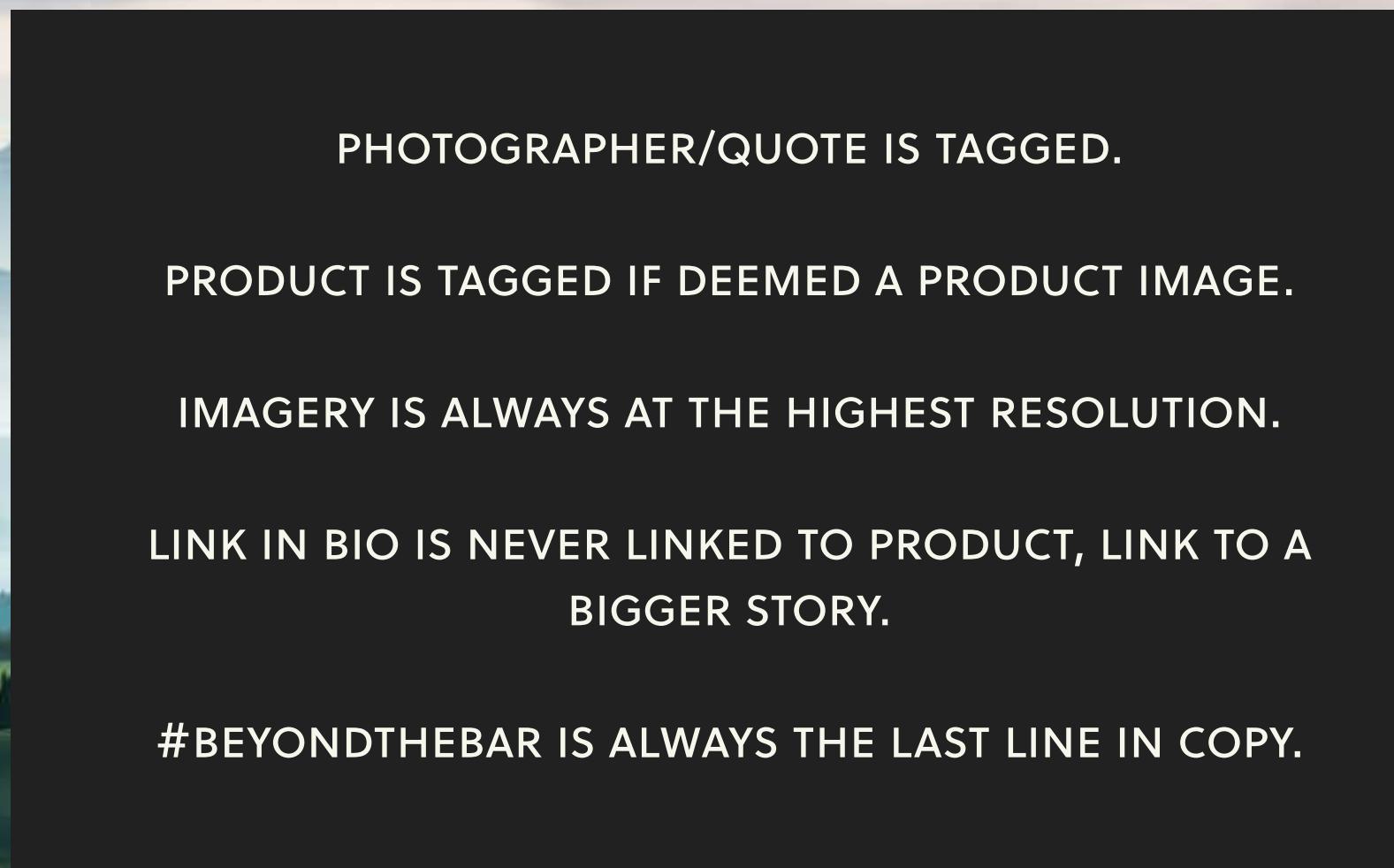
LEGITIMATE DRINKS WITH HIGH QUALITY INGREDIENTS

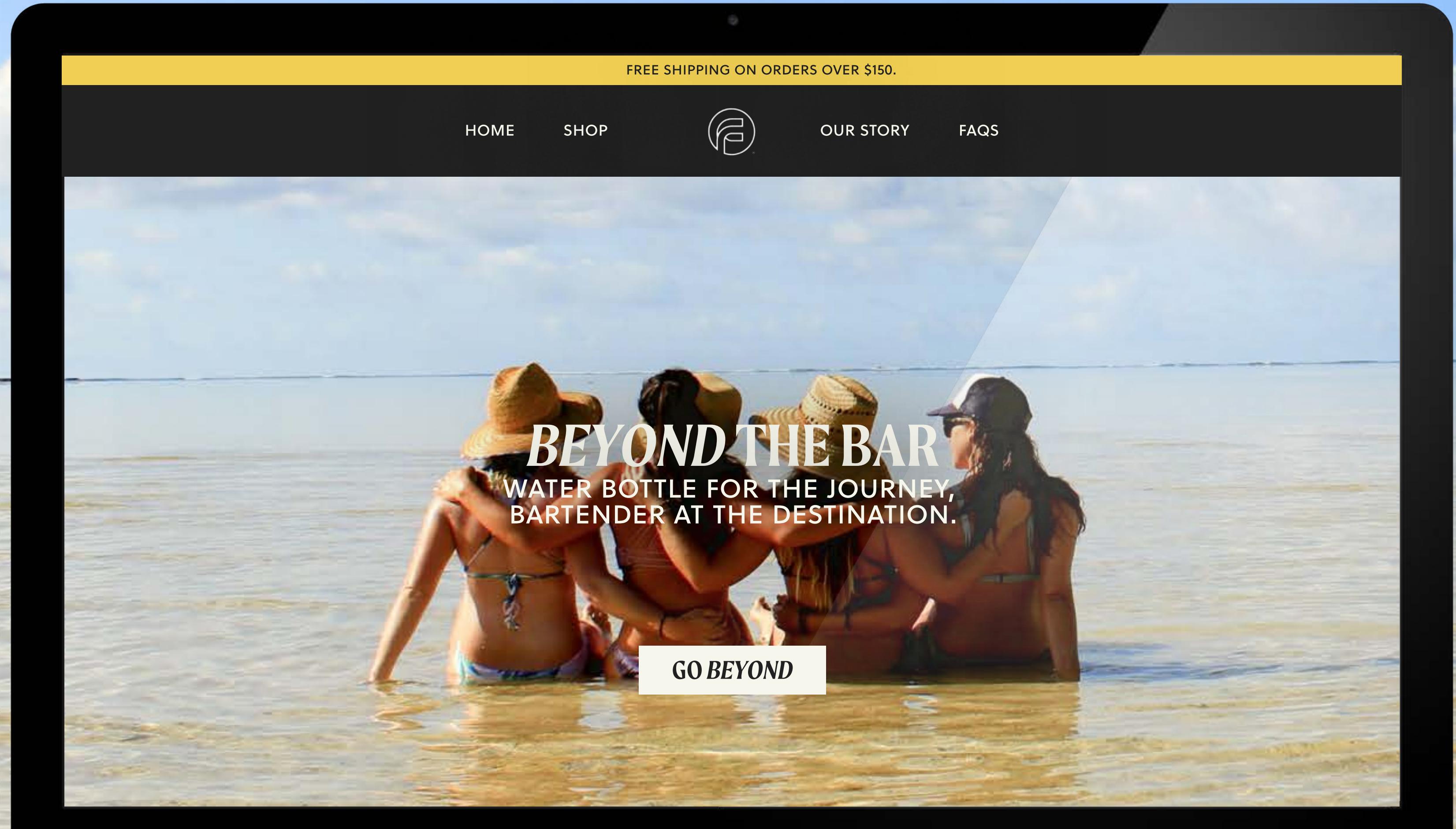
DRINKS MADE NEED TO BE RECOGNIZABLE TO THE AUDIENCE (IE. MARGARITA, GIN AND TONIC, ETC.). INGREDIENTS AND MIXERS SHOWN GOING INTO DRINKS NEED TO BE HIGH QUALITY AND CLEAN.

DIGITAL GUIDELINES

THE GOAL OF THIS GUIDE IS TO PROVIDE DIRECTION FOR DIGITAL BRAND
TOUCH-POINTS.







MINIMALISTIC ON ALL FRONTS (TEXT, NAVIGATION OPTIONS, ICONS, ETC) LOTS OF EMPTY SPACE.

COLOR ONLY USED AS A MEANINGFUL ACCENT.

HIGH QUALITY, COHESIVE PRODUCT IMAGERY.

HERO IMAGE CONTAINS PRODUCT BUT EMPHASIS IS ON PEOPLE AND SETTING.



-SECTION 09-

PRODUCTS

THE FOLLOWING PAGES OUTLINE DESCRIPTIONS, KEY STORIES, AND ALL THE FEATURES OF FLASKAP PRODUCTS. BEFORE WE BEGIN, HERE ARE SOME OVERARCHING GUIDELINES TO USE WHEN TALKING ABOUT FLASKAP PRODUCTS.

THE - PRODUCT NAME - OZ'S - PRODUCT TYPE
EX. THE MADIC 9 LIQUOR KAP

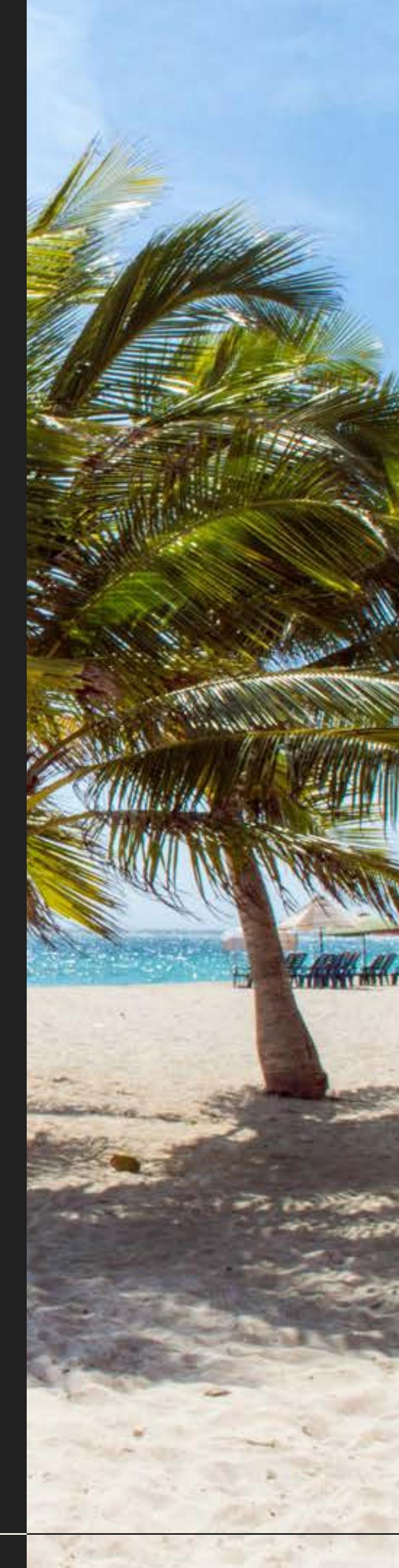
1 OZ = 1 SHOT
ALL DRINK RECIPE'S AND INSTRUCTIONS SHOULD USE THIS METHOD.

DESCRIPTION

INTRODUCING THE FREEPOUR. THIS REVOLUTIONARY BOTTLE MASTERFULLY COMBINES YOUR WATER BOTTLE AND LIQUOR BOTTLE TO PROVIDE YOU WITH THE MOST VERSATILE SYSTEM AVAILABLE. USE IT AS YOUR EVERYDAY WATER BOTTLE, OR ATTACH THE FILLED WELL AND TRANSFORM THE FREEPOUR INTO THE PERFECT BARTENDER.

HOLD THE BUTTON ALL THE WAY DOWN TO CUT OFF THE MIXER FLOW AND TAKE A SHOT DIRECTLY FROM THE WELL. OR, HOLD THE BUTTON PART WAY DOWN AND PERFECTLY MIX YOUR LIQUOR AND ALCOHOL AS IT ENTERS YOUR MOUTH. DOUBLE-WALL VACUUM INSULATION AND 18/8 STAINLESS STEEL ENSURES YOUR DRINK STAYS AS COLD (OR HOT) AS IT WAS WHEN YOU POURED IT IN.

CONFIDENTIAL - DO NOT DISTRIBUTE



THE FREEPOUR SYSTEM



THE FREEPOUR SYSTEM



KEY STORIES

LIVE IN THE MOMENT

THE FREEPOUR WAS DESIGNED FOR THE PEOPLE THAT LOVE TO HAVE FUN AND LIVE SPONTANEOUSLY. DRINK YOUR COCKTAIL, OR TAKE A SHOT, WHATEVER FEELS RIGHT AT THE TIME.

THE MADIC ALLOWS YOU TO CONTROL YOUR COCKTAIL, THE FREEPOUR LETS YOU CREATE IT.

HIGH-QUALITY WATER BOTTLE

THE FREEPOUR IS ENGINEERED TO FUNCTION JUST LIKE YOUR FAVORITE WATER BOTTLE. ONLY NOW, ATTACH THE RESERVE TANK AND TRANSFORM YOUR WATER BOTTLE INTO A BARTENDER.

SPIKE-YOUR-SIP TECHNOLOGY

DRINK A SHOT, A LIGHT COCKTAIL, OR ANYTHING IN BETWEEN. YOU DECIDE WITH EACH SIP.

SHOT O'CLOCK

JUST RIGHT.

JUST THIRSTY,
THANKS.

PRIVATE

YOUR ALCOHOL, YOUR MIXER, NO ONE ELSE'S. NOT EVERYONE NEEDS TO KNOW WHAT'S IN YOUR CUP.

CONFIDENTIAL - DO NOT DISTRIBUTE

FEATURES



FREE POUR BOTTLE LID

ATTACH THE FILLED WELL AND THEN SCREW INTO THE BOTTLE FOR A PREMIUM DRINKING EXPERIENCE. OR, LEAVE THE WELL AT HOME AND ENJOY A HIGH-QUALITY WATER BOTTLE.

THE LID CAP

TWIST OFF FOR A DRINK, TWIST ON TO CREATE A 100% LEAKPROOF SEAL, PERFECT FOR KEEPING YOUR DRINK FRESH.

THE DRINK PORT

SIZED TO MAXIMIZE POUR AND REDUCE SPILL, SO YOU GET THE PERFECT SIP EVERY TIME.

FREE POUR BOTTLE

THE FREEPOUR BOTTLE HAS A CAPACITY OF 26 OUNCES FOR YOUR FAVORITE BEVERAGE, WITHOUT THE WELL ATTACHED. EVEN AFTER ATTACHING THE WELL WITH YOUR LIQUOR, THE BOTTLE CAN STILL HOLD A HEALTHY 21 OUNCES. DOUBLE-WALL VACUUM INSULATION AND 18/8 STAINLESS STEEL ENSURES YOUR DRINK STAYS AS COLD (OR HOT) AS IT WAS WHEN YOU POURED IT IN.

CONFIDENTIAL - DO NOT DISTRIBUTE

FEATURES

THE SECURED HANDLE

WHEN YOU'RE NOT DRINKING, FLIP THE SECURED HANDLE UP TO PROTECT YOUR BUTTON FROM ACCIDENTAL PRESSES. IT ALSO MAKES FOR A GREAT HANDLE WHEN YOU'RE ON THE MOVE.



THE BUTTON

THIS REVOLUTIONARY BUTTON LETS YOU CUSTOMIZE EACH SIP AS YOU DRINK. HOLD IT DOWN ALL THE WAY TO DRINK ONLY ALCOHOL, OR HOLD IT HALFWAY TO COMBINE ALCOHOL AND MIXER. WELCOME TO A MORE FREE WAY TO DRINK.

THE WELL

STORE 6 OUNCES OF YOUR FAVORITE LIQUOR HERE. LOCATED INSIDE THE BOTTLE, THE ICE FROM YOUR DRINK WORKS IN TANDEM WITH THE FREE POUR BOTTLE TO KEEP YOUR ALCOHOL COLD AND CRISP.

THE WELL & WELL LID

BRING AS MANY BACKUP WELLS AS YOU WANT AND EASILY STORE THEM IN YOUR BAG OR COOLER. THEN, WHEN THE FIRST RUNS OUT JUST ATTACH ANOTHER AND KEEP THE GOOD TIMES ROLLING.



CONFIDENTIAL - DO NOT DISTRIBUTE

PANTONE BLACK 6 C
RGB 255, 255, 255
HEX #000000

BLACK

PANTONE 7497 C
RGB 115, 124, 93
HEX #737C5D

OLIVE GREEN

PANTONE 285 C
RGB 0, 113, 238
HEX #0071EE

BLUE

PANTONE 7459 C
RGB 42, 168, 169
HEX #2AA8A9

TEAL

PANTONE 807 C
RGB 250, 5, 251
HEX #FA05FB

FUCHSIA

PANTONE 485 C
RGB 228, 42, 31
HEX #E42A1F

RED

PANTONE 1645 C
RGB 252, 106, 49
HEX #FC6A31

ORANGE

PANTONE 101 C
RGB 255, 231, 80
HEX #FFE750

YELLOW

PANTONE 0921 C
RGB 152, 218, 212
HEX #98DAD4

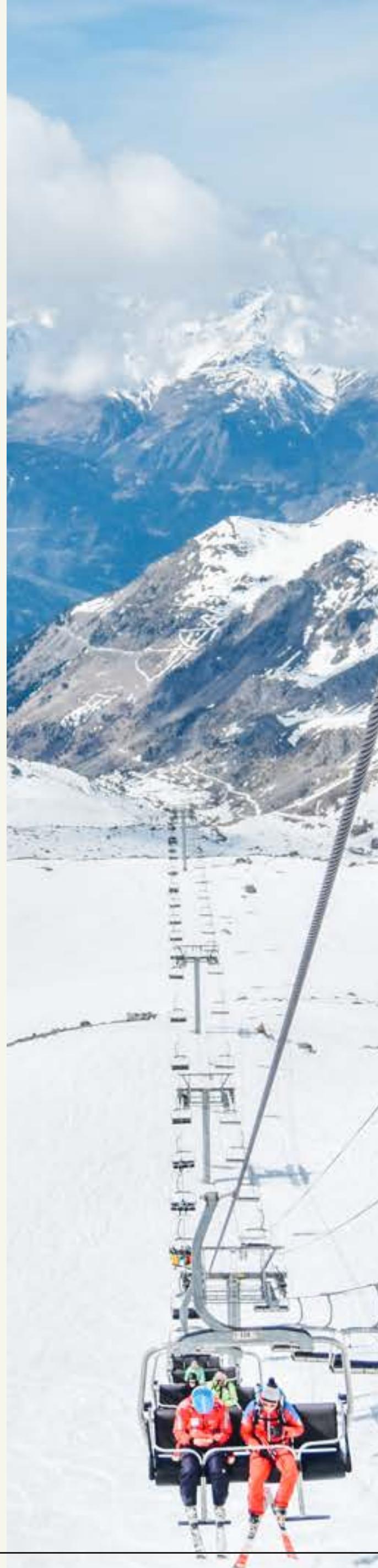
SEAFOAM
GREEN

PANTONE P 1-1 C
RGB 255, 255, 255
HEX #FFFFFF

WHITE

PRODUCT COLORWAYS

THE MADIC LIQUOR KAP



DESCRIPTION

INTRODUCING THE CLASSIC FLASKAP ALCOHOL VESSEL. THE FLASKAP MADIC LIQUOR KAP IS DESIGNED TO FIT MOST STAINLESS STEEL TUMBLERS. THIS RESERVE TANK HOLDS 6 TO 9 SHOTS OF YOUR FAVORITE SPIRIT AND DISPENSES 1/2 A SHOT AT THE PRESS OF A BUTTON, GIVING YOU MAXIMUM CONTROL AND PRECISION OVER YOUR DRINK.

THE FILL PORT AND NO-TIP STAND ENSURE A SPILL-FREE FILL. WHEN THE MADIC IS DETACHED FROM YOUR TUMBLER, USE THE SHOT-LOCK SWITCH TO CREATE A LEAKPROOF SEAL BETWEEN YOUR ALCOHOL AND THE OUTSIDE WORLD. WHEN IT'S TIME FOR A DRINK, THREAD THE MADIC ONTO THE VOLST TUMBLER TO SECURE IT IN PLACE.

KEY STORIES

EXTENDED BEVERAGE LIFESPAN

EASILY CELEBRATE LIFE'S MEMORABLE MOMENTS NO MATTER WHERE THEY MAY BE. THE RESERVE TANK HOLDS 6-9 SHOTS, ALLOWING YOU TO HAVE A LIVELY DAY ON THE BOAT OR A WELL-PACED WEEKEND IN THE BACKCOUNTRY.

ZERO TRASH

ENJOY YOUR ALCOHOL IMMERSED IN NATURE WITHOUT WORRYING ABOUT LITTER. ELIMINATE MOST DISPOSABLE WASTE THAT COMES WITH ALCOHOL CONSUMPTION AND ELEVATE YOUR COCKTAIL AT THE SAME TIME.

THE BUTTON

CONTROL YOUR COCKTAIL AND DISPENSE THE PERFECT AMOUNT OF YOUR FAVORITE ALCOHOL AT THE PRESS OF A BUTTON. PRESS IT TO MAKE YOUR DAY COME TO LIFE. IT'S THE "RELAX" BUTTON OR THE TIME TO "CELEBRATE" BUTTON.

CUSTOMIZABLE

EVERYBODY DANCES TO A DIFFERENT BEAT. SO WE MAKE A SYSTEM CUSTOMIZED FOR EVERY SONG. THE MADIC IS COMPATIBLE WITH MOST BRANDED TUMBLERS, AND ALL PRODUCTS ARE AVAILABLE IN DIFFERENT SIZES, COLORS, AND STYLES TO MEET ANYONE'S OUTDOOR DRINKING PREFERENCES.

THE MADIC LIQUOR KAP



KEY FEATURES

THE BUTTON

WE GAVE THE WORLD A BUTTON FOR ALCOHOL, AND IT'S NOT JUST ANY BUTTON. YOU PRESS IT TO PUR THE PERFECT AMOUNT OF YOUR FAVORITE LIQUOR INTO YOUR TUMBLER. NAME A BETTER BUTTON, WE'LL WAIT.

SHOT-LOCK SWITCH

NOT ONLY DOES IT LOCK THE BUTTON IN PLACE; BUT IT IMPRESSES A GASKET, CREATING A LEAKPROOF SEAL BETWEEN YOUR ALCOHOL AND THE OUTSIDE WORLD. THINK OF IT AS A SAFETY THAT WON'T GO OFF, UNTIL YOU PULL THE TRIGGER.

THE RESERVOIR

YOU ASKED AND WE LISTENED. THE RESERVOIR HOLDS 6 TO 9 OUNCES OF YOUR FAVORITE LIQUOR. YOUR DRINKS LIFE JUST GOT LONGER.

LANYARD ANCHOR

USE THIS STANDARD LANYARD CONNECTION TO TIE DOWN YOUR MADIC LIQUOR KAP WHEN YOU'RE ON THE MOVE.

BPA-FREE MATERIALS

NOTHING IN ANY OF OUR PRODUCTS CONTAINS BPA. WE DON'T DO BPA, JUST BYOB.

COMPATIBLE WITH MOST TUMBLERS

THE FLASKAP MADIC LIQUOR KAP IS COMPATIBLE TO FIT WITH MOST BRANDED STAINLESS STEEL TUMBLERS. THE PRESS-FIT GASKET ENSURES IT STAYS SECURE AND AIRTIGHT.



KEY FEATURES



THE FILL PORT

360 DEGREE ACCESS ALLOWS YOU TO FILL YOUR MADIC FROM ANY DIRECTION. JUST UNSCREW THE BUTTON LID, AND POUR IN YOUR SPIRIT OF CHOICE. SCREW THE LID CLOSED, PRESS, AND ENJOY.

SNAPBACK SIP LID

IT SEALS THE SIP HOLE SHUT TO AVOID SPLASHES AND SPILLS. WHEN YOU'RE THIRSTY, IT LOCKS IN THE OPEN POSITION SO THE ONLY THING TOUCHING YOUR LIPS IS YOUR DRINK OF CHOICE. BUSINESS WHEN IT'S SHUT, PARTY WHEN IT'S BACK.

PERFECT-POUR SHOT DISPENSER

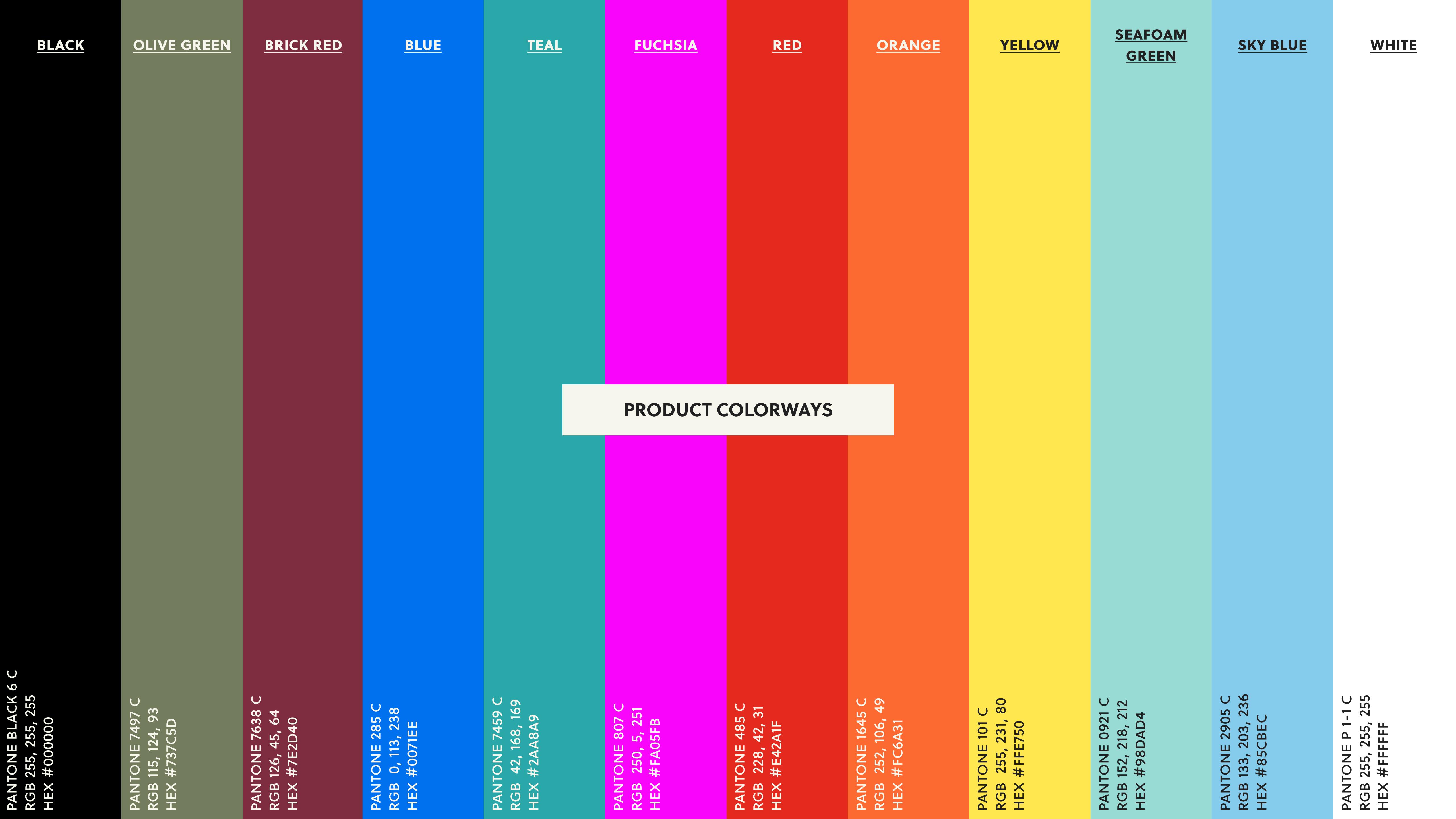
THIS ENGINEERING MARVEL USES THE LAW OF GRAVITY TO DISPENSE EXACTLY 1/2 OF A SHOT WITH EVERY PRESS SO YOU NEVER HAVE TO WORRY ABOUT OVER OR UNDER POURING.

THREAD-LOCK INSERT

SCREW YOUR MADIC LIQUOR KAP DIRECTLY ONTO THE VOLST TUMBLER FOR EXTRA SECURITY. IF YOU'RE USING ANY OTHER COMPATIBLE TUMBLER, THE GASKET WILL KEEP IT SECURELY FASHIONED.

NO-TIP FILL STAND

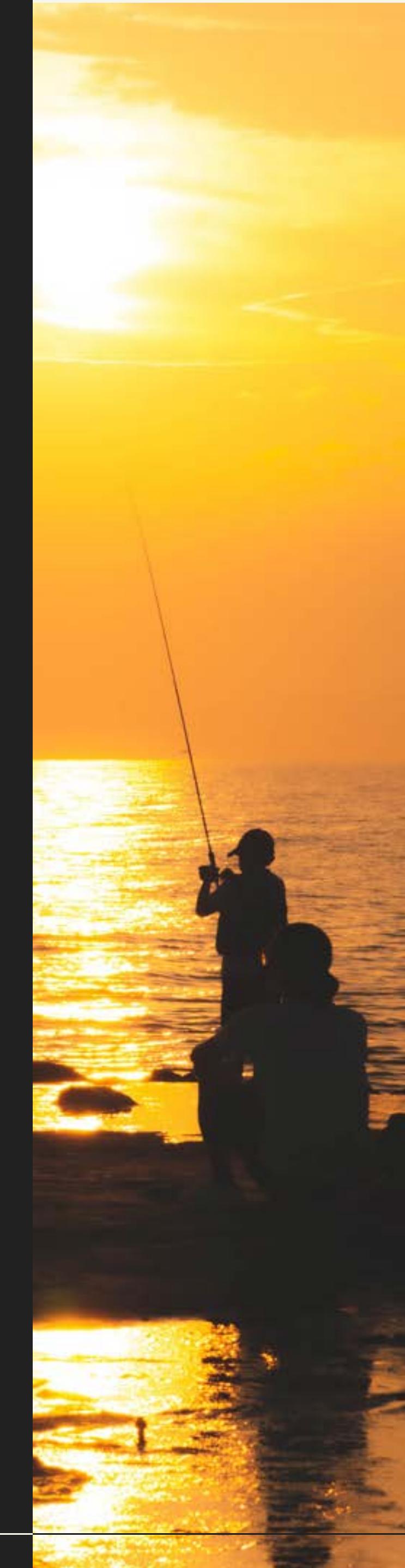
SCREW YOUR MADIC LIQUOR KAP DIRECTLY ONTO THE VOLST TUMBLER FOR EXTRA SECURITY. IF YOU'RE USING ANY OTHER COMPATIBLE TUMBLER, THE GASKET WILL KEEP IT SECURELY FASHIONED.



DESCRIPTION

THIS KITCHEN GRADE 18/8 STAINLESS STEEL TUMBLER IS ENGINEERED TO
MASTER THE MIXED DRINK. DOUBLE-WALL VACUUM INSULATION
ENSURES YOUR ICE STAYS SOLID AND YOUR DRINK REMAINS PURE.

THE VOLST COMES EQUIPPED WITH THE STANDARD LID. THREAD IT ON TO
YOUR TUMBLER FOR A LEAKPROOF SEAL THAT CAN ENDURE ANY ACTIVITY.
WHEN 5 O'CLOCK STRIKES, SCREW ON YOUR MADIC LIQUOR KAP AND
USE THE INTERNAL FILL LINE TO MAKE THE PERFECT MIXER. NOW, WHAT
WILL YOU HAVE TO DRINK?



THE VOLST TUMBLER



THE VOLST TUMBLER



KEY STORIES

MASTER OF THE MIXER

DOUBLE-WALL VACUUM INSULATION AND KITCHEN-GRADE STAINLESS STEEL MEANS YOUR BEVERAGE STAYS ICE-COLD AND FRESH UNTIL THE VERY END.

DEPENDABLE

QUALITY MATERIALS ENSURE THAT OUR TUMBLERS ARE TOUGH ENOUGH TO ADVENTURE WITH THE BEST, AND LOOK GOOD DOING IT.

PERSONALIZED

DIFFERENT COLORS, SIZES, AND ENGRAVINGS ENSURE THAT THERE'S AN OPTION THAT FITS ANYONE AND EVERYONE'S UNIQUE STYLE. OWN YOUR BEVERAGE LIKE NEVER BEFORE.

LEAKPROOF

THE STANDARD LID THREADS ONTO THE VOLST TUMBLER LIKE A MATCH MADE IN HEAVEN. A SEAL IS CREATED, MAKING THIS TUMBLER READY FOR ANY OUTING.

22 OR 30 OZ CAPACITY

HOLDS BETWEEN 22 AND 30 OUNCES. TO PREPARE THE PERFECT MIXED DRINK: FILL THE TUMBLER WITH ICE TO THE INTERNAL FILL LINE. ADD 10 OUNCES OF YOUR MIXER OF CHOICE, AND 3 OUNCES OF SPIRIT.

THREADED LID SYSTEM

THE VOLST COMES EQUIPPED WITH THE STANDARD LID. IT THREADS INTO PLACE AND ENSURES YOUR TUMBLER IS SPILL-PROOF IN ANY SETTING.

INTERNAL FILL LINE

USE THE INTERNAL FILL LINE TO AVOID SPILLS WHEN PAIRING WITH THE MADIC LIQUOR KAP. WE DESPISE SPILLS.

DOUBLE-WALL VACUUM INSULATION

TAKE YOUR DRINK ON THE ROCKS? THE VOLST TUMBLER WILL ENSURE THEY STAY SOLID FOR DRINKS TWO AND THREE. COLD OUTSIDE? INSULATION KEEPS YOUR DRINK HOT, EVEN WHEN EVERYTHING ELSE GETS COLD.

STAINLESS STEEL

18.8 KITCHEN GRADE STAINLESS STEEL.

BPA-FREE MATERIALS

NOTHING IN ANY OF OUR PRODUCTS CONTAINS BPA. WE DON'T DO BPA, JUST BYOB.

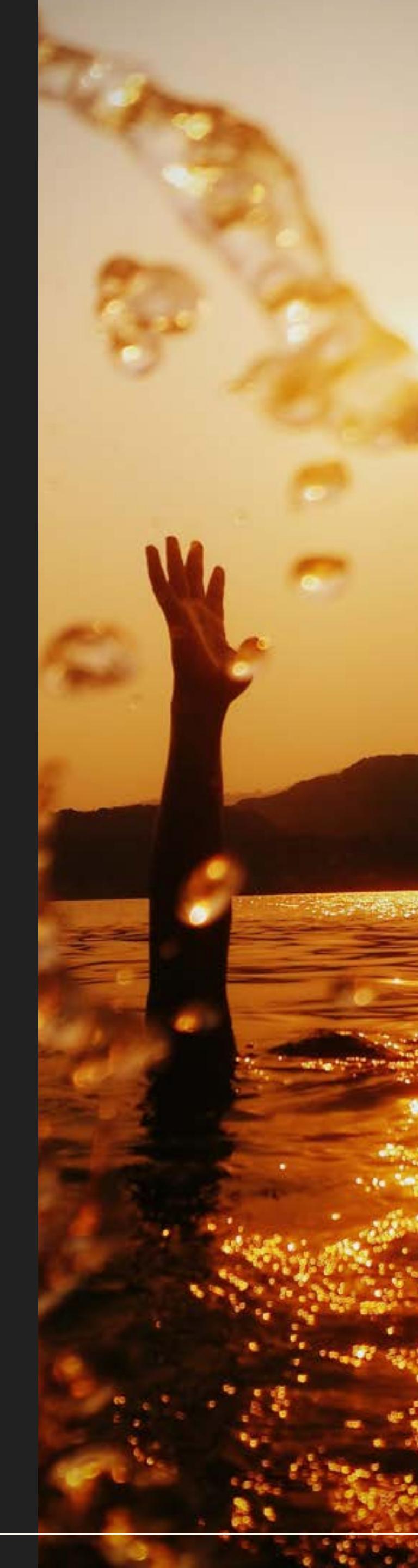
ERGONOMIC DESIGN

CUP-HOLDER COMPATIBLE, AND ENGINEERED TO FIT COMFORTABLY IN YOUR HAND.



DESCRIPTION

ENGINEERED TO BE THE SUPERIOR TUMBLER LID. THE STANDARD LID THREADS ON THE VOLST, CREATING A LEAKPROOF SEAL. THE THREADED DRINK PORT CAP IS ALSO LEAKPROOF, MAKING SURE YOUR BEVERAGE STAYS COLD AND FRESH.



THE STANDARD LID





LANYARD ANCHOR

USE THIS STANDARD LANYARD CONNECTION TO TIE DOWN YOUR LID WHEN YOU'RE ON THE MOVE.

SNAPBACK HINGE

THIS HINGE SYSTEM LOCKS YOUR TWIST CAP IN THE OPEN POSITION WHEN IT'S TIME FOR A DRINK. BUSINESS WHEN IT'S SHUT, PARTY WHEN IT'S OPEN.

BPA-FREE MATERIALS

NOTHING IN ANY OF OUR PRODUCTS CONTAINS BPA. WE DON'T DO BPA, JUST BYOB.



THE DRINK PORT CAP

TWIST OFF FOR A DRINK, TWIST ON TO CREATE A 100% LEAKPROOF SEAL, PERFECT FOR KEEPING YOUR DRINK FRESH.

DRINK PORT

SIZED TO MAXIMIZE POUR AND REDUCE SPILL, SO YOU GET THE PERFECT SIP EVERY TIME.

THREAD-LOCK INSERT

SCREW YOUR BOTTLE CAP LID DIRECTLY ONTO THE VOLST TUMBLER, AND WATCH IT TRANSFORM INTO A LEAK PROOF TUMBLER BEFORE YOUR EYES.

BLACK

OLIVE GREEN

BLUE

TEAL

FUCHSIA

SEAFOAM GREEN

WHITE

PRODUCT COLORWAYS

PANTONE 7497 C
RGB 115, 124, 93
HEX #737C5D

PANTONE 285 C
RGB 0, 113, 238
HEX #0071EE

PANTONE 7459 C
RGB 42, 168, 169
HEX #2AA8A9

PANTONE 807 C
RGB 250, 5, 251
HEX #FA05FB

PANTONE 0921 C
RGB 152, 218, 212
HEX #98DAD4

PANTONE P 1-1 C
RGB 255, 255, 255
HEX #FFFFFF

KEY DIFFERENCES



THE MADIC SYSTEM

STORIES

THE MADIC IS GEARED TOWARDS THOSE WHO VALUE THE PERFECT DRINK. THIS PRODUCT ALLOWS THEM THE CONTROL TO DRINK EXACTLY WHAT THEY WANT, AND HOW MUCH THEY WANT. ELIMINATE ALL VARIABLES WITH THE MADIC SYSTEM. THIS SYSTEM IS A GAME-CHANGING TUMBLER. IT'S PERFECTLY EQUIPPED TO PROVIDE THE A SUPERIOR DRINKING EXPERIENCE WHILE CASUALLY RELAXING OUTDOORS.

FEATURES

THIS BUTTON PERFECTLY DISPENSES HALF A SHOT INTO YOUR DRINK. SKIP THE SHOT GLASS AND BOTTLE, ENJOY THE PERFECT COCKTAIL ANYWHERE. THE RESERVE TANK OF ALCOHOL IS KEPT ON TOP WITH THIS SYSTEM. THE ALCOHOL DOESN'T NEED TO BE COLD LIKE THE FREEPOUR, BECAUSE IT IS DISPENSED DIRECTLY INTO A COLD DRINK.

THE FREEPOUR SYSTEM

STORIES

THE FREEPOUR IS DESIGNED FOR THE SPONTANEOUS SPIRIT. DEPENDING ON THE OCCASION, TAKE A SHOT, ENJOY A COCKTAIL, OR JUST ENJOY YOUR MIXER. THE FREEPOUR SYSTEM MAKES EVERY SIP EXACTLY WHAT THE SITUATION CALLS FOR. THIS PRODUCT IS CAN FUNCTION AS A TOP-OF-THE-LINE WATER BOTTLE. OR, ATTACH THE WELL, AND TRANSFORM IT INTO YOUR OWN PERSONAL BARTENDER.

FEATURES

THIS BUTTON ALLOWS YOU TO CONTROL THE FLOW OF ALCOHOL IN REAL TIME. IT IS RESPONSIVE TO THE TOUCH, AND ALLOWS YOU TO TAILOR EACH SIP TO YOUR LIKING. THE WELL OF ALCOHOL IS KEPT INSIDE THE VESSEL INSTEAD OF ON TOP. THIS ALLOWS FOR A COLDER SHOT OF ALCOHOL, AND A MORE PRIVATE DRINK.



CONFIDENTIAL - DO NOT DISTRIBUTE

-SECTION 10-

KEY CONTENT STORIES

LIFESTYLE SPECIFIC.

SHIFT THE PERCEPTION
DRINKING OUTSIDE CAN AT TIMES
BRING JUDGMENT FROM OTHERS.
A BEVERAGE WITH OUR
PRODUCTS COMMUNICATES
CONTROL, Maturity, AND A HIGH
LEVEL OF ENVIRONMENTAL
AWARENESS.

DRINK SUSTAINABLY
DO MOTHER NATURE A SOLID BY
REDUCING THE WASTE THAT
COMES WITH DRINKING.
ENJOYING THE GREAT OUTDOORS
GOES HAND IN HAND WITH
PROTECTING IT.

WORK HARD, PLAY HARD
WE CONTINUOUSLY IMPROVE
OURSELVES AND GLADLY WORK
HARD FOR THE LIFESTYLE WE LIVE.
BUT DON'T THINK FOR A SECOND
THAT WE CAN'T LET LOOSE AND
HAVE A GOOD TIME WHEN THE
TIME IS RIGHT.

COCKTAILS WITH A VIEW
COCKTAILS ARE BETTER ENJOYED
OUTDOORS. WE MAKE THAT
PROCESS CONVENIENT, MATURE,
AND WASTE-FREE.
DRINK OUTSIDE, ENOUGH SAID.

FAMILY LOVE
FAMILY IS A CONSTANT IN OUR
AUDIENCES LIFE. WE WANT TO
SPEAK DIRECTLY TO THESE FOLKS
AND SHOW THEM THAT THE FUN
DOESN'T STOP WHEN FAMILY IS
INVOLVED.



-SECTION 10-

KEY CONTENT STORIES

PRODUCT SPECIFIC.

TAILORED INDULGENCE
WITH CONSIDERATE AND
INTENTIONAL DESIGN, CONTROL
YOUR ALCOHOL CONSUMPTION
EFFORTLESSLY. EFFICIENTLY PACK
AND CONFIDENTLY ENJOY YOUR
FAVORITE BEVERAGE IN ANY
SETTING, FREE FROM SOCIAL
JUDGMENT.

EXTENDED BEVERAGE LIFESPAN
EASILY CELEBRATE LIFE'S
MEMORABLE MOMENTS NO
MATTER WHERE THEY MAY BE.
THE RESERVE TANK HOLDS 6-9
SHOTS, ALLOWING YOU TO HAVE
A LIVELY DAY ON THE BOAT OR A
WELL-PACED WEEKEND IN THE
BACKCOUNTRY.

INNOVATIVE DESIGN

ADAPTABLE, SWITCHING FROM A
WATER BOTTLE TO A BARTENDER
WHENEVER YOU'RE READY.
DURABLE, SO THAT YOUR SYSTEM
SEES AS MANY ADVENTURES AS
YOU DO. IMPENETRABLE, SO
DRINKS NEVER OVERHEAT, COOL
DOWN, SPILL, OR CONTAMINATE
IN HARSH CONDITIONS.

THE BUTTON

DISPENSE YOUR ALCOHOL OF
CHOICE AT THE PRESS OF A
BUTTON. PRESS IT TO MAKE YOUR
DAY COME TO LIFE. IT'S THE
"RELAX" BUTTON OR THE TIME
TO "CELEBRATE" BUTTON. THE
"CHEERS" BUTTON OR THE "KIDS
ARE GONE" BUTTON.

CUSTOMIZABLE

EVERYBODY RIDES A DIFFERENT
WAVE. WE LOVE THAT, SO WE
MAKE PRODUCTS CUSTOMIZED
FOR ANY WAVE. DIFFERENT SIZES,
COLORS, AND PRODUCTS CAN BE
UTILIZED TO MEET ANYONE'S
OUTDOOR DRINKING
PREFERENCES.



-SECTION II-

MARKET

DEMOGRAPHIC

BETWEEN 35 AND 55 IN AGE

HIGHER HOUSEHOLD INCOME

EDUCATED & MARRIED

EXERCISE & OUTDOOR RELATED HOBBIES

TOP LOCATIONS

TEXAS

CALIFORNIA

FLORIDA

NEW YORK

ILLINOIS



