



FROM Small town start
TO **Nationwide impact**

#1 FASTEST GROWING FOOD & BEVERAGE COMPANY*
27,174% GROWTH IN 3 YEARS

Adam & Amanda Kroener
Co-Founders



AS SEEN IN

Forbes

maxim®

Entrepreneur

Inc.

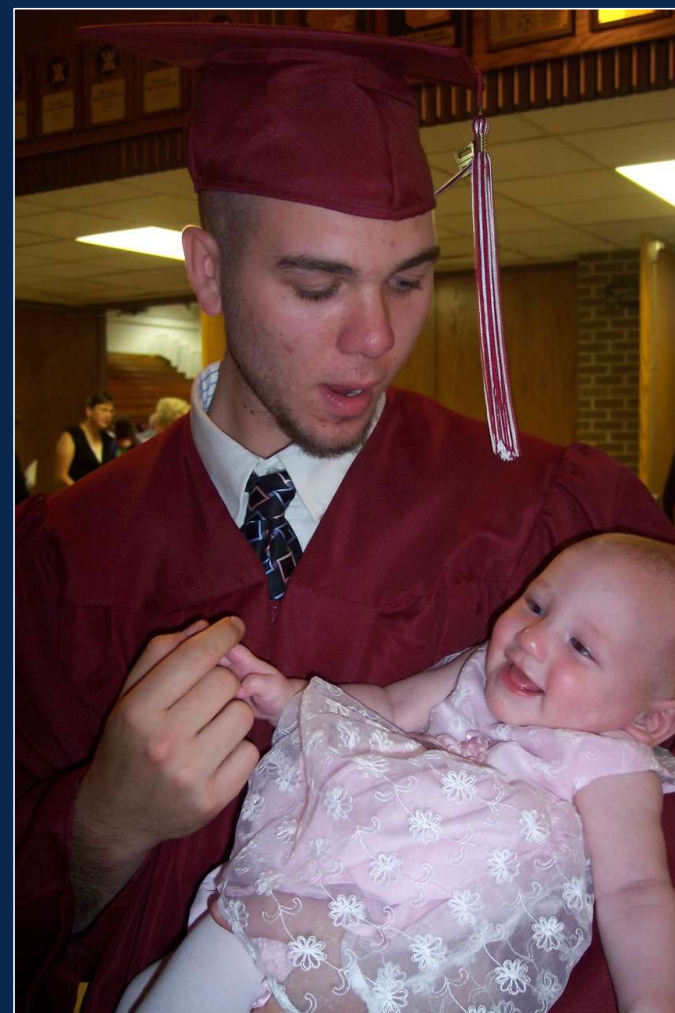
Life&Style

OK!
magazine

FOX

● USA TODAY

Adam Kroener



Amanda Kroener





Adam's Experience

- Manufacturing
- Operations
- Innovation/Product Development
- Sales
- Business Management

Amanda's Experience

- Business Management
- Human Resources
- Accounting Management
- Marketing

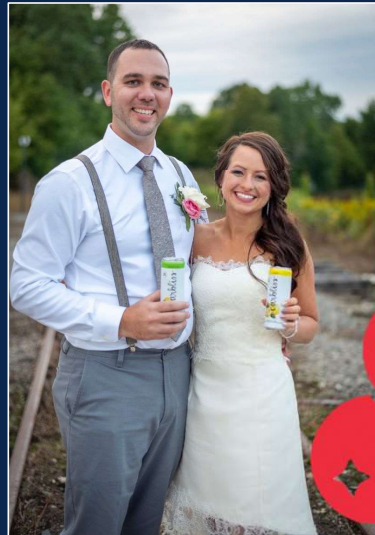


2019



2021

2018



2020



PRODUCT



Global Macro Trends

Millennial & Gen Z generations and technology are driving change across all CPG categories



CONVENIENCE

**Convenience is a mindset.
It is *NOT* a format.**

eCommerce, UberEats, Drizly, curbside pickup, home delivery, on-demand & steaming TV, single serve portions

Make it easy. Make it useful.
Make it simple.



PREMIUMIZATION

It is not just about price. It's a promise of exceptional quality & experiences.

Value-added products for a 'value-added life', better for you, flavor choices and variety

Make available something "better" than what was previously available.



WELLNESS

Wellness defined as holistic wellbeing.

Extends to the environment: responsible consumerism, indie and local sustainable formats

Wellness play an important role in many aspects of people's lives.





**HAND
CRAFTED**

**READY
TO DRINK**

0
carbs

0
sugars

100
calories

GF
Gluten
Free

**WITH
FLAVOR**

**VETERAN
OWNED**

**WOMAN
OWNED**



PEOPLE



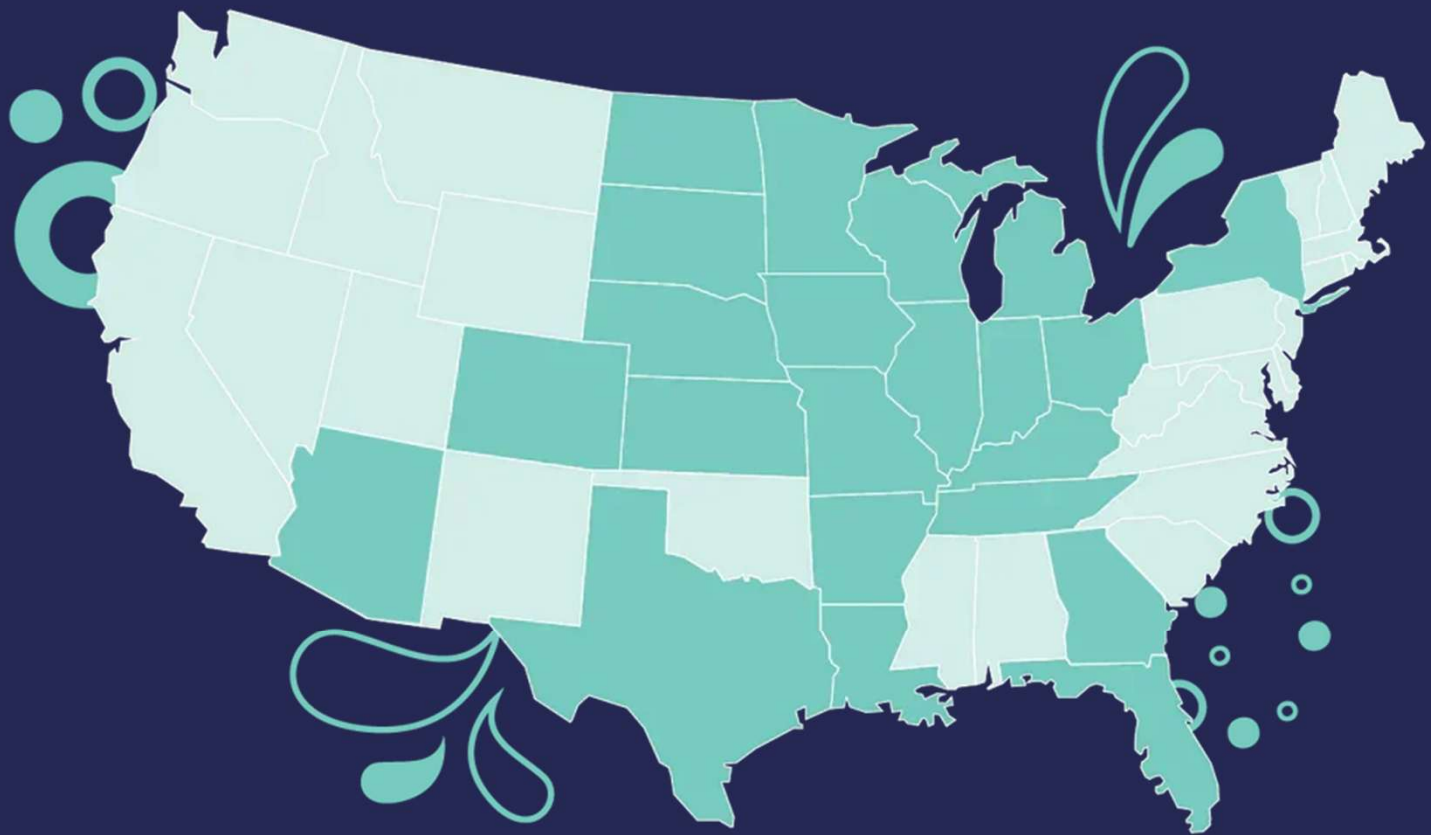






PROCESS





RED BOOT
BEVERAGE
Des Moines, IA



Madison, WI



Opportunities

*Variety Re-Pack Only
Ft. Atkinson, WI

PILOT//PROJECT

Milwaukee, WI



New Berlin, WI

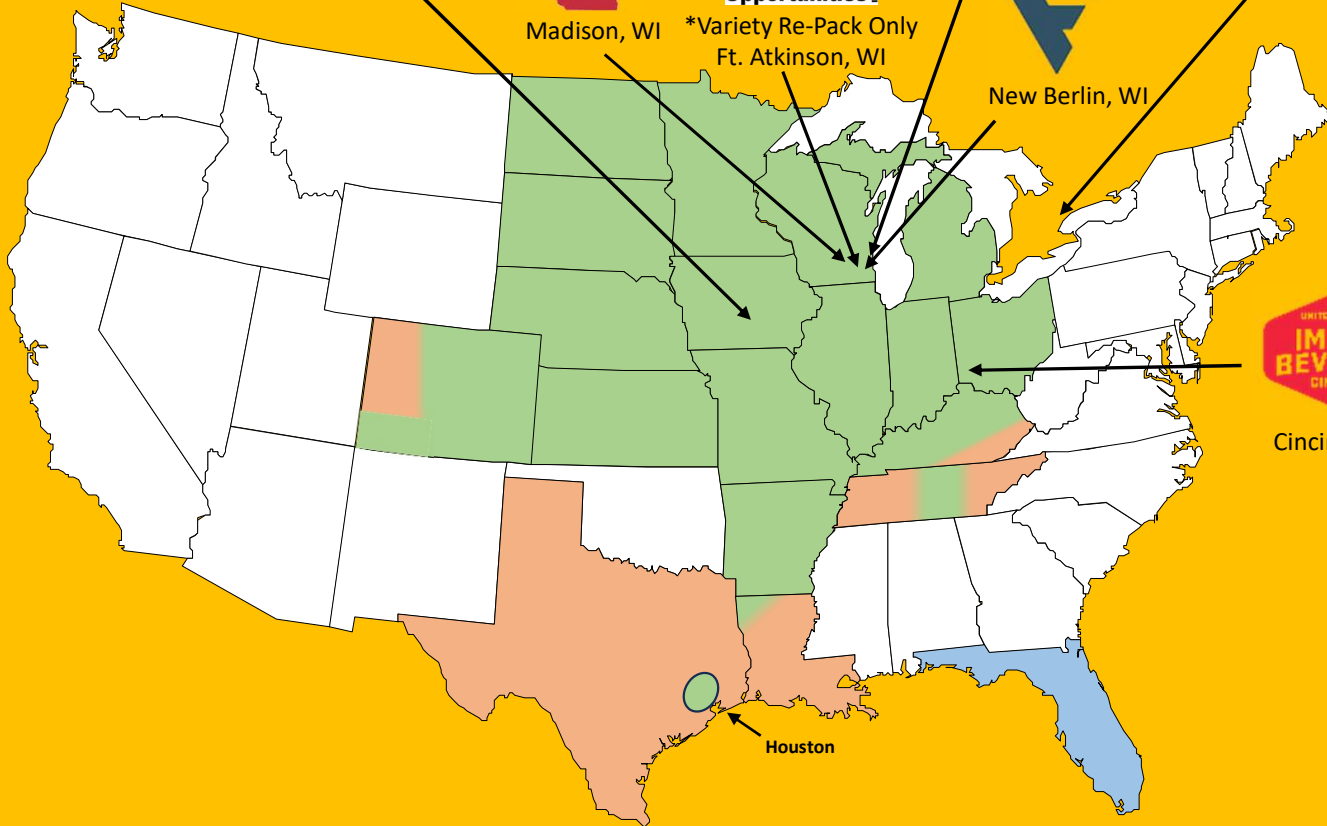


Toronto, ON



Cincinnati, OH

Houston



PROFIT



PRODUCT

Protect Excellence

Protect the Brand

PEOPLE

Develop Talent

Choose Carefully

PROCESS

Create Consistency

Repeat What Works

PROFIT

Sustain Performance

Reinvest for Longevity



Adam Kroener
Adam@drinkcarbliss.com
920-286-3159



THANK YOU



Amanda Kroener
Amanda@drinkcarbliss.com
414-588-1433



Please connect with us!