



Shake'n Pour Sales Deck

UNC One Corp. | Sales Deck

SHAKE'N POUR Cocktails & Long Drinks

Premium Cocktails. All classic, natural, kosher, vegan, non-GMO and produced according to the IBA recipe recommendations.

Elevating the RTD Market

A revolutionary ready-to-drink cocktail brand by UNC One Corp.



The RTD Cocktail Market is Booming, But Boring.

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Consumers want quality & experience: They've moved beyond sickly-sweet, artificial-tasting pre-mixes.

They crave premium, bar-quality cocktails but lack the time, skills, or ingredients to make them.

Existing solutions fail:

- Canned Cocktails: Often flat, diluted, and compromise on aroma.
- Bottled Pre-Mixes: Require adding your own spirit (inconvenient) and still lack fresh character.
- DIY at Home: Expensive, wasteful, and requires expertise.

→ There is a clear gap for a convenient, premium product that delivers the authentic sensory experience of a fresh-shaken cocktail.

Our Solution

Introducing Shake'n Pour: The First Truly "Shaken" Ready-to-Drink.

We don't just mix—we emulate the bartender's ritual in a proprietary, patent-pending packaging system.

The Magic is in the Method:

1. Premium Ingredients Inside: Pre-measured, high-quality spirits, real citrus juice, house-made syrups, and botanicals.
2. Manufactured according to the IBA recipe recommendations
3. The "Shake" Chamber: A unique internal mechanism activated by the consumer.
4. Pour & Experience: Unleashes a perfectly aerated, chilled, and integrated cocktail with a professional-quality foam and aroma.



Value Proposition: Bar-quality craft cocktails, with the convenience of a pantry staple.

The Product & Technology

How It Works: Simple, Engaging, Theatrical.

1. Store: Shelf-stable. No refrigeration needed.
2. Chill: Place bottle in freezer for 20 mins or fridge.
3. Shake: Activate the internal mechanism with a simple, satisfying shake.
4. Pour & Enjoy: Experience the perfect cocktail, instantly.

Line-Up:

Alcoholic Cocktails & Long Drinks

- Big Apple 10% AbV
- Long Island Iced Tea 22% AbV
- Mai Tai 13% AbV
- Tequila Sunrise 13% AbV
- Cuba Libre 13% AbV
- Piña Colada 13% AbV
- Strawberry Margarita 13% AbV

Non-Alcoholic Cocktails

- Virgin Big Apple
- Virgin Mai Tai
- Virgin Tequila Sunrise
- Virgin Piña Colada
- Virgin Strawberry Margarita



Target Market

We Target the Aspirational, Time-Poor Connoisseur.

Primary: "The Home Entertainer"

- Age 28-45, urban/suburban.
- Values quality, loves to host, seeks impressive yet effortless solutions.
- Willing to pay a premium for experience and convenience.

Secondary: "The Convenience-Seeking Gourmet"

- Age 25-40.
- Enjoys premium products but has limited time. Shops at premium retailers.
- Seeks an instant reward and a moment of sophistication.

Market Size:

- Global RTD market projected to reach \$45B by 2027* (CAGR 14%).
- Premium & super-premium segments are the fastest-growing.

Competitive Advantage

Why We and Win: A Multi-Layered Moat.

Feature	Shake'n Pour	Standard Canned Cocktail	Premium Bottled Mix
Experience	Authentic "shaken" texture & aroma	Flat, one-dimensional	Mixed texture, lacks aeration
Convenience	Complete, all-in-one, no tools	Complete	Requires separate spirit



Feature	Shake'n Pour	Standard Canned Cocktail	Premium Bottled Mix
Quality	Fresh citrus, real ingredients, premium spirits Vegan, Kosher, 100% Natural, non-GMO	Often from concentrate, lower-proof spirit, mostly artificial ingredients and preservatives	Varies; often high-quality, mostly artificial ingredients and preservatives
Theatre & Brand	Engaging ritual, memorable unboxing	Functional, mundane	Functional
Shelf Stability	Yes (no preservatives needed)	Yes	Often requires refrigeration

Business Model & Go-to-Market

Scalable, Multi-Channel Revenue Strategy.

- Direct-to-Consumer, Premium On-Premise, Off-Premise.
- DTC Website: Full margin sales, data capture, brand storytelling.
- Hospitality Accounts as a premium, consistent, and fast "signature" option.
- Expand Retail & Partnerships
- Premium Retail:
 - Partnerships with high-end grocery chains - Europe (e.g., Kaufland, Edeka, Globus, Wasgau a.o.).
- Hospitality Industry
- Gas Stations, Truck-Stop Stores
- Luxury & Travel: Duty-free, luxury hotels, private member clubs.
- Subscription Model: "Cocktail Club" monthly delivery.

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Marketing & Brand Strategy

- Building an Iconic Lifestyle Brand.
- Core Message: "The Bar is Open. Anytime."

Key Initiatives:

1. Influencer & Creator Campaigns: Seed product with mixology and lifestyle influencers to demonstrate the "shake" ritual.
2. Digital-First Storytelling: High-quality video content showcasing the product theatre and versatility.
3. Strategic Partnerships: Align with premium food, design, and fashion brands.
4. Sampling at Events: Target high-end cultural, culinary, and sporting events.

Brand Aesthetic: Sophisticated, minimalist, bold. A blend of modern design and classic cocktail artistry. Highly convenient!

The Team & The Ask

UNC One Corp: Proven Expertise.

- Leadership: Seasoned professionals from spirits branding, FMCG marketing, and food & beverage operations.
- Advisors: Include award-winning mixologists and packaging engineers (part of the team).

Vision & Call to Action

Our Vision: To become the global leader in premium, experience-driven RTD cocktails, synonymous with quality and innovation.



Join Us in Shaking Up an Industry.

Let's build the future of cocktails together.

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THANK YOU!

