

Boutique Drinks



premium cocktails · ready-to-serve

www.boutiquedrinks.com

**Boutique
Drinks**

We Create Premium Cocktails: Ready-to-Serve

Boutique Drinks is the German Market Leader in the premium RTD (ready-to-drink) segment of alcoholic beverages. We compound drinks with the best natural ingredients and original flavors at scale for prestigious clients in Retail, Travel Retail, Hospitality, and of course for You at home.

Maxim Kilian (World's 50 Best Bartender), Heidi Stamer (Harvard University, McKinsey), Cyrus Lorenz (Les Roches Hospitality Management, Park Hyatt)

Award Winning Products For All Needs

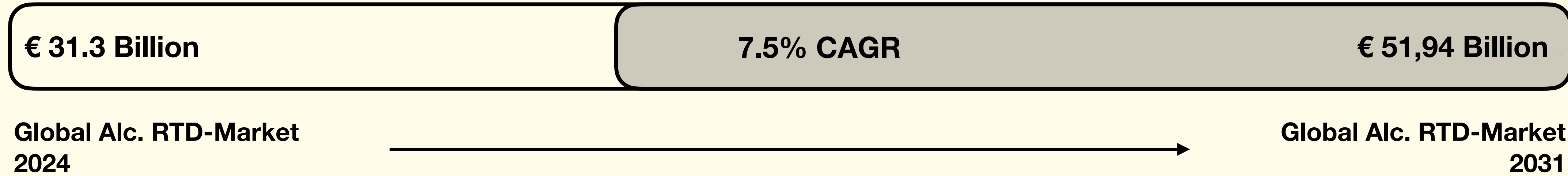


Retail & D2C



Hospitality

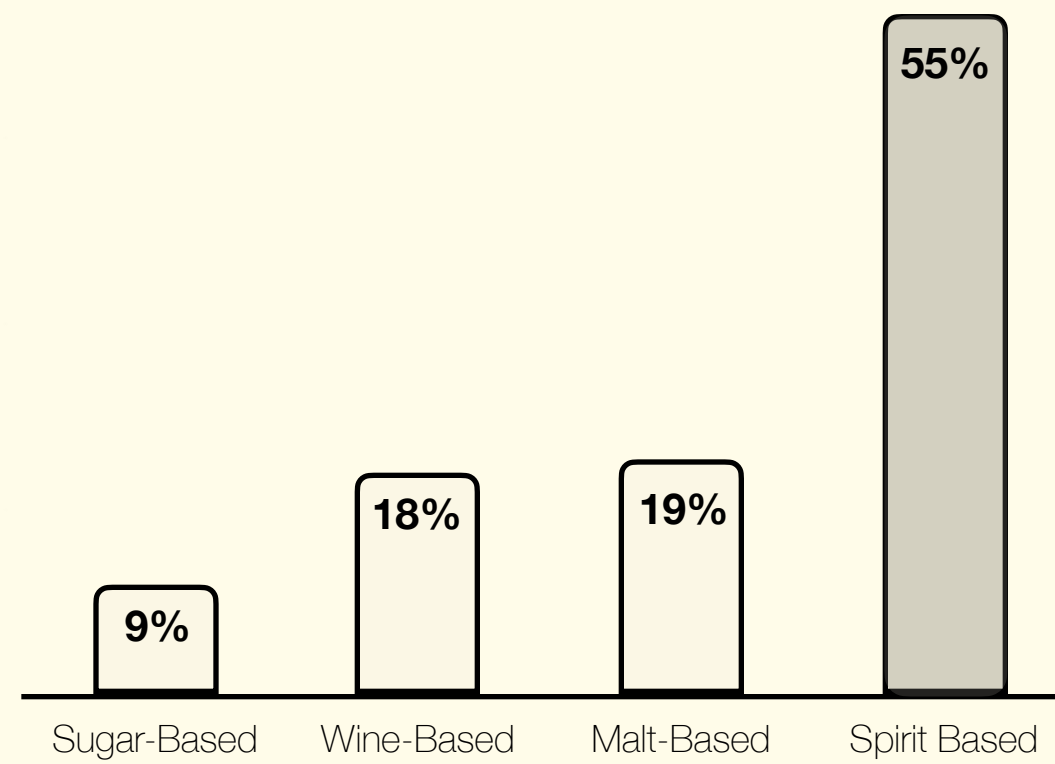
At the Forefront of Growing RTD Market



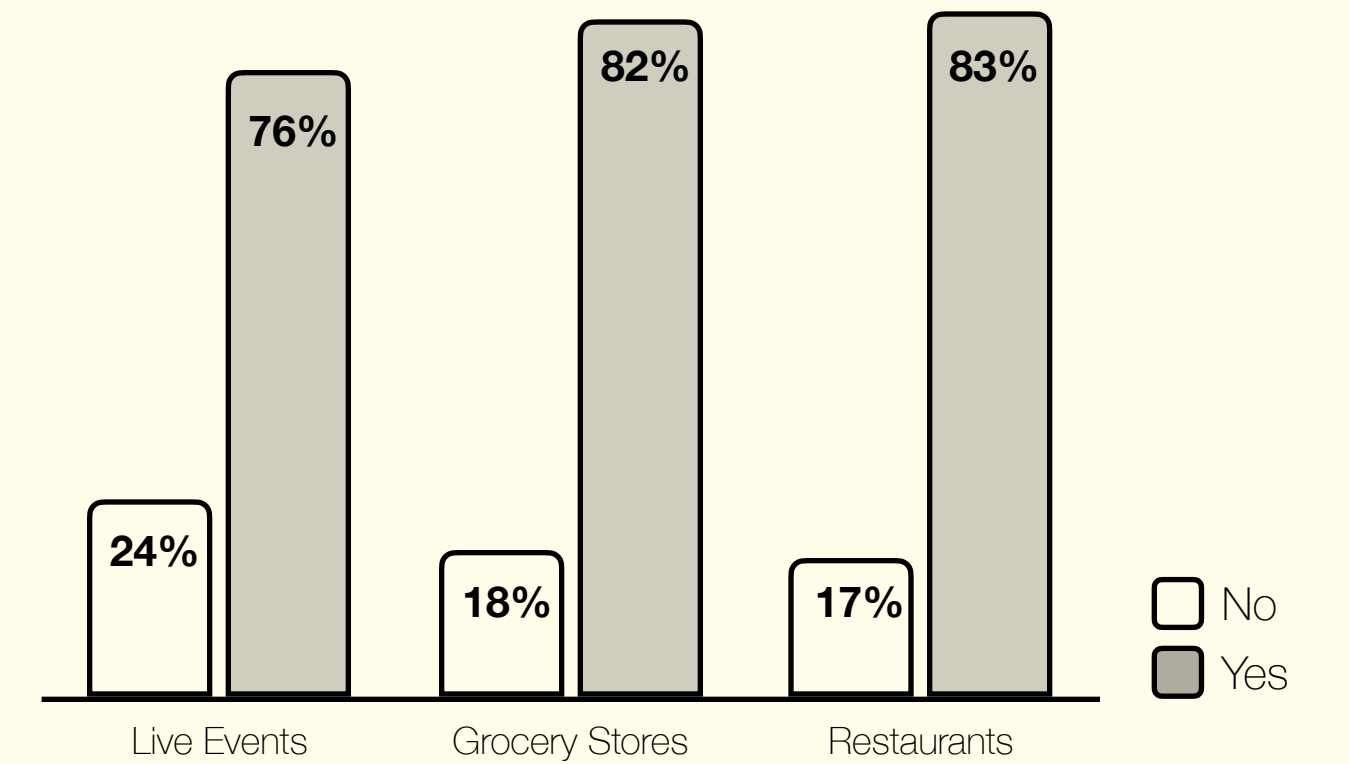
Boutique Drinks is fueled by market trends:
RTDs are the fastest growing spirits category
2021-2023 growth rate



Our Spirit-based RTDs are the preferred choice
Consumer preference for different alcohol base



We're touching the right channels:
Consumers expect RTDs to be largely available in:



Solving Key Pain Points

Retail

Consumers crave quality flavors but face industry-driven choices.

- **Limited Options**
Conglomerates lack quality, focusing only on mass-market canned RTDs.
- **Affordability**
Quality products can be pricey, challenging budget-conscious consumers
- **Changing norms**
Post-Covid, more consumers seek premium at-home drinks.
- **Wine & beer declining**
Rising demand for spirits-based drinks makes RTS options a retail opportunity.

Hospitality

Hospitality faces challenges in quality, consistency, and flexibility.

- **Training & Skill**
Lack of skilled staff in bars, restaurants, and catering.
- **Staff shortage**
Insufficient number of available employees to meet operational demands.
- **Inefficiency**
Time pressure in preparation and service harm revenue and quality.
- **Inconsistency**
Quality varies due to staff fluctuation and lack of training.

Disrupting a Scalable Market with High-End Quality

Current premium RTDs are binary: craft or mass-market. Boutique Drinks can provide quality at scale with diverse offerings.



Pricing Comparison

Boutique Drinks	B2B Hospitality
• 200ml = 15€	• 10L = 249€
• 100ml = 7,50€	• 100ml = 2,49€

Aeris (Denmark)

- 200ml = 18€

Féfé (France)

- 200ml = 6€

Ély (France)

- 200ml = 12€

Nio (Italy)

- 200ml = 14€

Via Carota (USA)

- 200ml = 21€

Cravan (France)

- 200ml = 14€

Coppa (Netherlands)

- 200ml = 3€

Bacardi (Cuba)

- 200ml = 1,80€

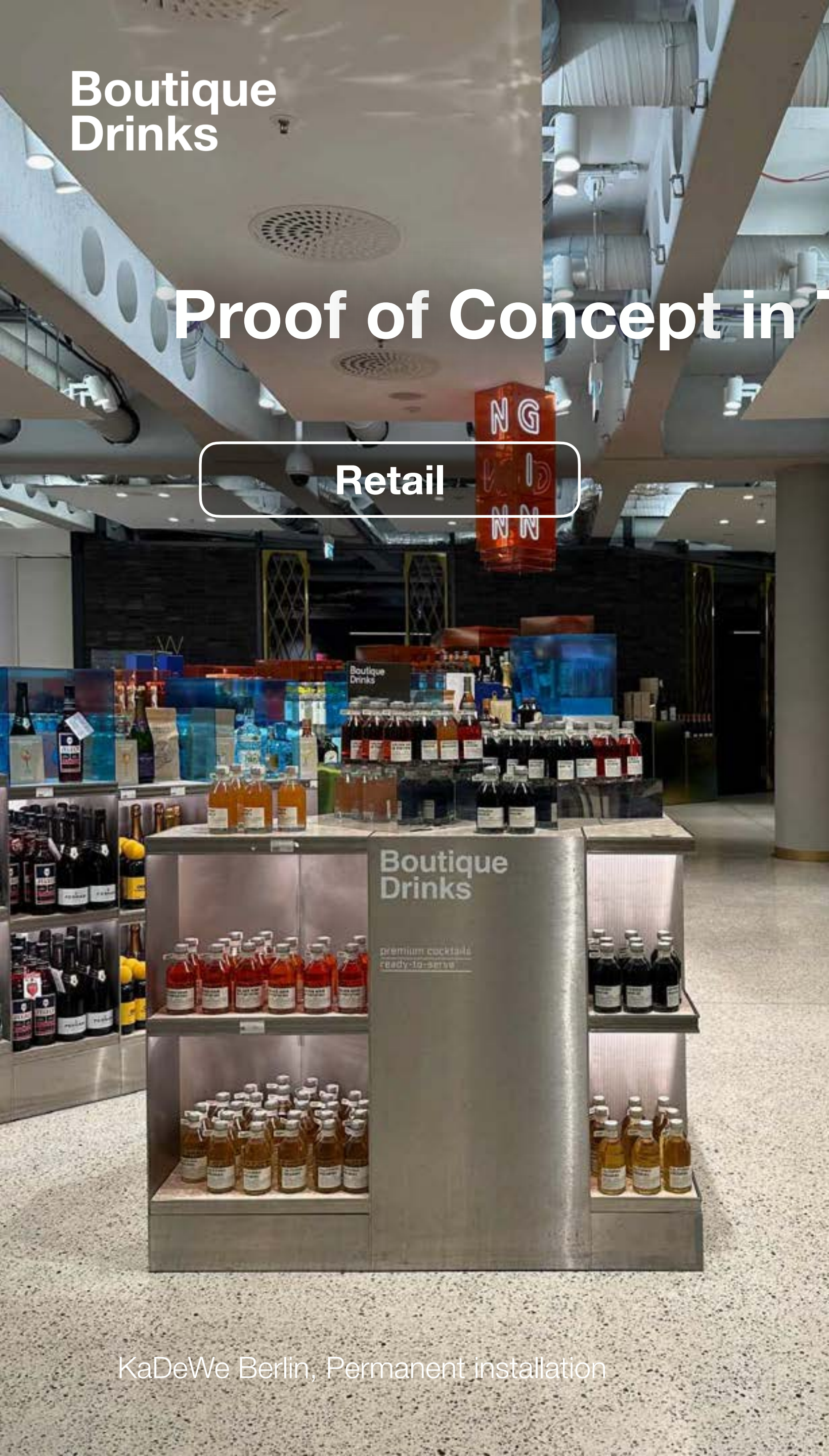
Diversified Channel Strategy

Channel	Growth Strategy	Current Customers	Target Customers
Retail	<ul style="list-style-type: none">Secure anchor luxury retailers in each key market, like KaDeWe, de Bijenkorf, IllumScale travel retail & airline partnersWin large premium national grocer in each market	<ul style="list-style-type: none">KaDeWe Group, de Bijenkorf, Illum, Torquato, Käfer etc.Heinemann Duty Free, Avolta Duty Free,EDEKA	<ul style="list-style-type: none">Luxury Department Stores, Gourmet & Lifestyle StoresAirport Retail, Airline CateringPremium Grocer
Hospitality	<ul style="list-style-type: none">Scale with hotel chains & hospitality groupsConsumption at-volume with nightclubs restaurant groupsSecure nation-wide caterers	<ul style="list-style-type: none">Rosewood Hotels, JW Marriott, 25Hours Hotels, Sircle Collection, etc.Go by Steffen Henssler, Käfer, Emma Metzler, Café Frieda etc.Discover Airline (Buy-on-Board & Catering)	<ul style="list-style-type: none">Premium & Luxury Hotels, Lifestyle HotelsRestaurant GroupsNightclubs & Event VenuesCatering Groups
D2C	<ul style="list-style-type: none">Scale online shop from predominately domestic to internationalIncrease Repeat purchases with subscriptions	<ul style="list-style-type: none">30.000 € Revenue Online (2024)90% Germany15% Returning vs. 85% New Customers	<ul style="list-style-type: none">36 to 59 Years old (75%)60% male vs 40% female+80.000€ annual income

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Proof of Concept in Top Tier Environments

Retail



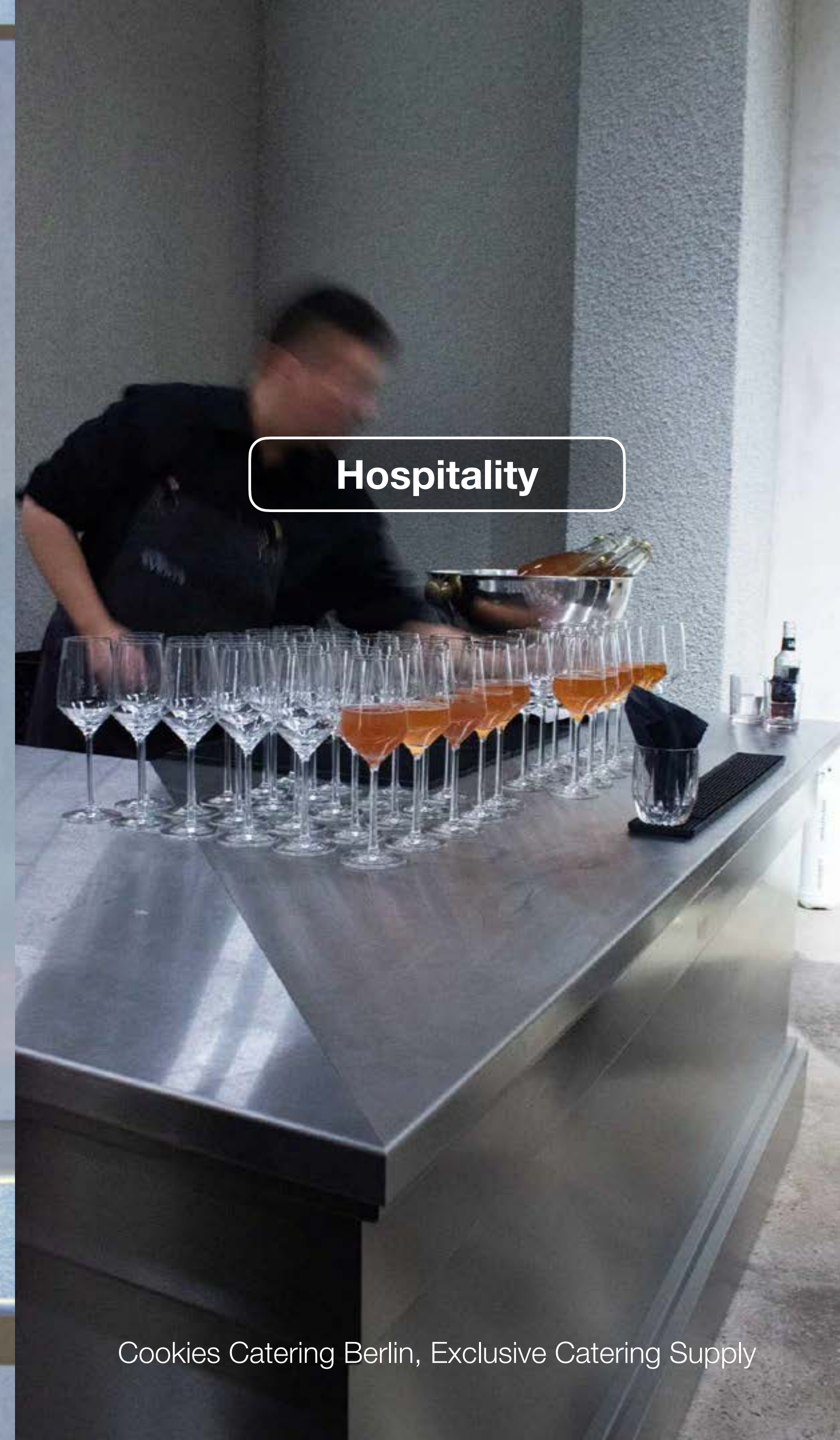
KaDeWe Berlin, Permanent installation

D2C



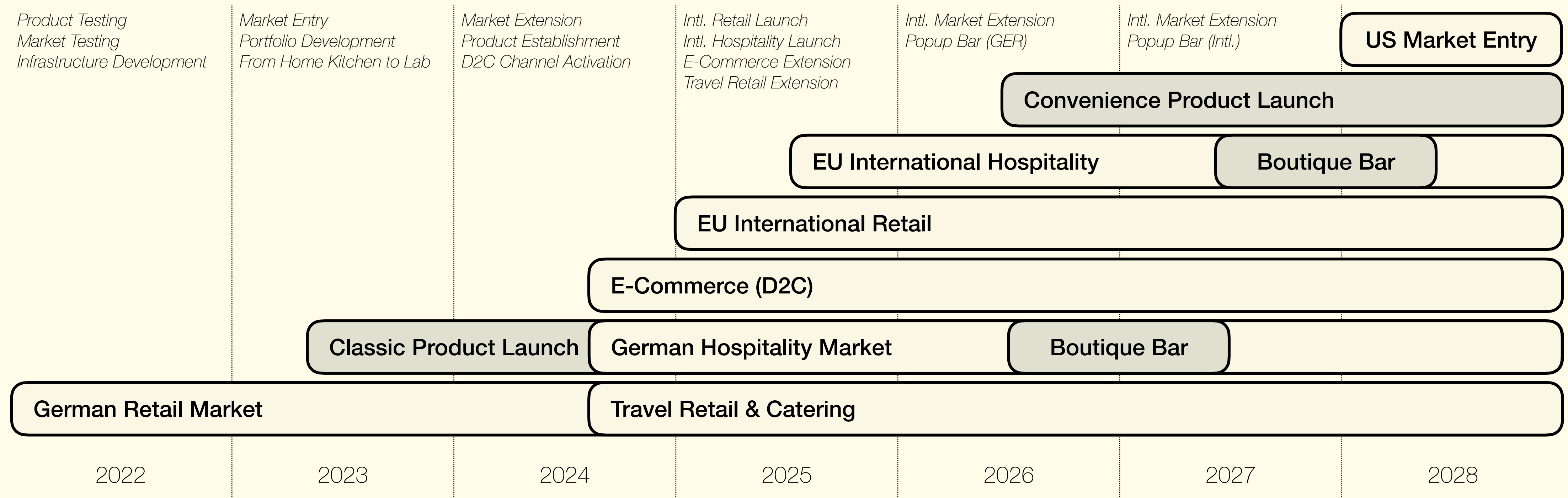
Highsnobiety / Bauhaus, Exclusive D2C Collections

Hospitality



Cookies Catering Berlin, Exclusive Catering Supply

Becoming the First Choice Product in the Market



Investment with a Significant Upside

	2023	2024	2025	2026	2027	2028
Net Revenue	119.000,00 €	212.375,00 €	696.567,00 €	1.682.754,00 €	3.101.384,00 €	5.308.269,00 €
<i>YoY Growth</i>	↑ 300 %	↗ 78 %	↑ 228 %	↑ 142 %	↗ 84 %	↗ 71 %
Fix Costs	117.393,00 €	154.596,00 €	-310.034,83 €	-547.426,72 €	-611.230,06 €	-622.111,82 €
Direct Expenses (COGs)	35.960,00 €	82.356,00 €	-389.194,06 €	-861.497,65 €	-1.632.945,73 €	-2.821.651,73 €
Total Expenses	194.247,00 €	299.791,00 €	-699.228,89 €	-1.408.924,37 €	-2.244.175,79 €	-3.443.763,55 €
Net Profit	-75.247,00 €	-94.791,00 €	-2.661,89 €	273.829,63 €	857.208,21 €	1.864.505,45 €
In No. of 200ml Bottles:	14.875	26.254	82.904	224.367	413.518	663.534
In Liters of Cocktails:	74.375	131.270	414.520	1.121.836	2.067.589	3.317.668
New B2B Clients/Year: (≥1.000€ Revenue)	23	27	82	141	160	83

Referenzen

ALSTERHAUS

de Bijenkorf 

KaDeWe

ILM

OBERPOLZINGER

AUDEMARS PIGUET
Le Brassus


BREITLING
1884

HERMÈS

TIFFANY & Co.

HIGHSNOBIETY

TORQUATO


Käfer

FEINKOST BÖHM

GO BY STEFFEN
HENSSLER

EDEKA

 **SUPREME**
SPORTS HOSPITALITY

 Heinemann

ROSEWOOD
HOTELS & RESORTS

25hours hotels

PULITZER
AMSTERDAM


JW MARRIOTT


PILLOWS
HOTELS

SIRCLE
COLLECTION

GOOSE

FLEMINGS
HOTELS

 Emma
Metzler

DO & CO


ARIVE

INUIKII