

Premium Alcohol Beverage Platform



KEY INFORMATION

~\$8 MM

FY2025 Revenue

~15%

FY2025 Gross Margin

Asset-Light
Operating Structure

Multi-State
Distributor Relationships

2015
Founded

OVERVIEW

Creative Planning Business Services is pleased to present an opportunity to acquire a premium alcohol beverage platform operating within the hard seltzer category.

The business has developed an established brand presence focused on differentiated flavor profiles, elevated packaging aesthetics and lifestyle-oriented consumer positioning.

Operations are supported by an asset-light infrastructure model with existing finished goods inventory, outsourced production, packaging, warehousing and logistics relationships, allowing management to focus primarily on brand development, distributor execution and consumer engagement.

Established distributor relationships span multiple states, with concentration in key performing markets. Management notes its top distribution partners represent approximately 71% of total business volume across 16 states.

The platform may provide strategic value to acquirers seeking an established premium beverage brand with opportunities for continued operational improvement, expanded channel penetration and potential adjacency into broader RTD or better-for-you beverage categories.

If you would like to receive additional information and access to the virtual data room which contains further company information, please execute and return the attached Non-Disclosure Agreement.

INVESTMENT CONSIDERATIONS

Premium Brand Positioning

Differentiated premium alcohol beverage brand with sophisticated packaging, lifestyle-oriented consumer positioning and strong appeal among millennial and Gen Z consumers.

Established Distribution Platform

Distributor relationships across multiple states with opportunities for focused geographic optimization and expanded channel penetration.

Asset-Light Operating Model

Outsourced production, packaging, warehousing and logistics infrastructure provides operational flexibility and limited fixed asset requirements.

Strategic Growth & Repositioning Opportunity

Potential opportunity for strategic acquirers to leverage existing brand equity, retailer relationships and distributor infrastructure while expanding into adjacent premium beverage categories.

Operational Improvement Initiatives Underway

Recent restructuring initiatives include SKU rationalization, focused market coverage, pricing optimization and supply chain efficiencies intended to improve long-term sustainability.

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