



Pimento / Presentation

Paris, France. January 29th, 2016



The story

I'd always liked strong drinks - those which you can feel burning your lips, palate and throat, but then one day I decided I was going give up drinking alcohol.

I looked everywhere for a strong but non-alcoholic beverage, and soon realised that one didn't exist so I decided to create my own!

I remember going all over Paris to buy roots, flavours, spices, cordials, fruits, chilli pepper and juices for me to experiment with in my kitchen laboratory at home.

After many sessions of blending different ingredients the breakthrough came one night.

I poured a full-flavoured, sensual liquid from my mixing bowl and drank my magical creation - totally delicious; sweet yet beautifully spicy on my taste buds.

The discovery of Pimento: Soft like a soda, intense like a spirit. A thrilling heat wave runs through your body.

Pimento is the natural child of an Anglo-Indian ginger beer and an African ginger juice and is now available for everyone to enjoy. It's perfect for people - like me - who don't drink alcohol or who think that classic sodas lack any real flavour.

Eric Dalsace

Par ou
mixé

Gingembre + Tonic + Piment
Vous allez déguster.

Servir frais
Arômes naturels



Par votre santé, évitez de mélanger avec les autres boissons énergisantes. - Cerveau - Ne pas fumer

Neat or
mixed

Ginger + Tonic + Chili Pepper
You'll love the kick.

Serve chilled
Natural flavours

www.pimentodrink.com



Take a sip

First, the surprise of ginger - full and fruity.

Then, the shock of chili - hot and amazing. A thrilling heat wave runs through your body.

The unique taste and sensation of Pimento.

You need a second sip. A second experience.

You just won't want any other soft drink from now on!



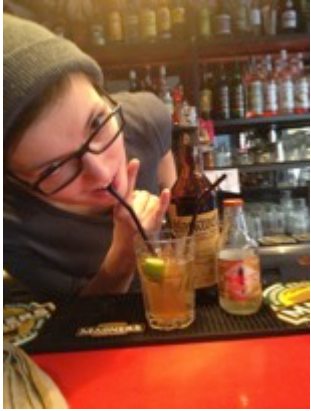
What is Pimento?

- A non-alcoholic French spicy ginger beer, probably the best because most of its competitors are thin, extremely bitter, and really just designed as mixers for a limited range of spirits.
- Flavors are realized by Expressions Aromatiques, Grasse (South of France). Bottled at Licorne Brewery, Karlsbräu - Karlsberg Group, Saverne (Eastern France).
- Produced & distributed by Pimento SAS. 14, avenue de l'Opéra - F75001 Paris.
- Created and launched in 2009 by Eric Dalsace, CEO of Pimento SAS.



Main ingredients

- Pimento is a non-alcoholic refreshing fizzy drink mainly made with ginger, tonic and hot pepper natural flavours .
- The drink contains bitter orange, lime, oregano and gentian minor natural flavours also.
- Chili pepper comes from Jamaica, ginger from China and Ivory Coast (Africa).
- Low in sugar and full of taste. 25cl. Twist-off screw-cap.



How is appreciated Pimento?

- It's a real and daring experience. It produces an amazing kick, it tastes like alcohol but it's not!
 - => Pimento is perfect for people who don't drink alcohol or who think that classic sodas lack any real flavour.
 - => Pimento is a gorgeous soft drink but also one of the best mixer there is. Obviously, bartenders prefer Pimento because its chili pepper really enhances the flavours of spirits.
- Mixed in amazing cocktails, virgin or not, the drink is arguably the most versatile mixer there is for a wide range of spirits - such as vodka, rum, gin, tequila, brandy, whisky, bourbon, Calvados, Jägermeister, Chartreuse, Cachaça, beer, absinthe, sake, and Champagne also!



Which targets?

- Adults who see in Pimento a real alternative to alcohol. Much better than a classic and “regressive” soda.
- Young peoples who like fiery and funny effects in their long-drinks & shooters.
- Ethnic Groups who are looking for strong and non-alcoholic sensations. Ginger and chili pepper are daily part of their culinary habits.
- In many restaurants, Pimento is a ready, natural accompaniment for many of the world’s foods - perfect with Asian, Scandinavian, Mexican, Indian, Anglo-Saxon, African, Spanish or Middle-East cuisines .
- Chefs who deglaze with Pimento, creating amazing sauces - and innovative desserts also.



Why the drink is so competitive?

- Pimento is a real **spicy** ginger beer, the only one in the world indeed. It's something big, unique and really innovative.
- Pimento is a yummy and gorgeous soft drink but it's also one of the best mixer there is.
- Mixed in a cocktail or mocktail, the beverage intensifies flavours. The reason why plenty of bars use Pimento to increase their selling prices and margins without any negative feedback from their customers.
- Note that the Pimento bottle is closed with a twist-off screw-cap which allows barmen to reseal it and return the bottle to the fridge for further use.



How is mainly served Pimento when mixed?

- Mixologists like to spice up their cocktails with Pimento. Most famous are:
 1. Hot Mule (+ Vodka & lime)
 2. Spicy & Stormy (+ dark Rum & lime)
 3. Hot Bomb (+ Jägermeister)
 4. Pimento Mojito (+ white Rum)
 5. G-mento (+ gin & lemon)
 6. ... and also Spicy Shandy (with beer)
- We have more than 80 recipes of cocktails mixed with Pimento made by European bartenders. Check out www.pimentodrink.com



Tiki drinks

- Please note that Pimento is awesome when mixed with a spiced rum. Such of this dark rums (Blackwell, Sailor Jerry, Captain Morgan, Bacardi Oakheart, Gosling, Brugal or Kraken) are particularly trendy and face beautiful success.
- If you like rum and Pimento, you'll love « A Mountain of Crushed Ice », the famous blog written by Helena Tiare Olsen from Stockholm.

Check out: www.amountainofcrushedice.com/?p=17588
and www.amountainofcrushedice.com/?p=17700

- A Mountain of Crushed Ice is all about rum, tiki drinks and more. Apart from being a member of the International Rum Expert Panel, Helena is also a member of the Mixoloseum and the Cocktails and Spirits Online Writers Group (CSOWG)



An innovative drink appreciated by worldwide F&B professionals



Pimento, finalist at Innovation Awards, Drinktec Munich



Pimento, finalist at Food Innovation, Cervia Paris



Pimento, Gold medal at Great Taste Awards Londres



Pimento, Silver medal at BevStar Awards New York



Popular with decision-makers such as importers, distributors, wholesalers, bar managers, bartenders:



... that also develop the brand's awareness on their own social networks.

Ginger Beer: The Grand Tasting



Pimento 1st ginger beer for Drinks & Style in Switzerland.

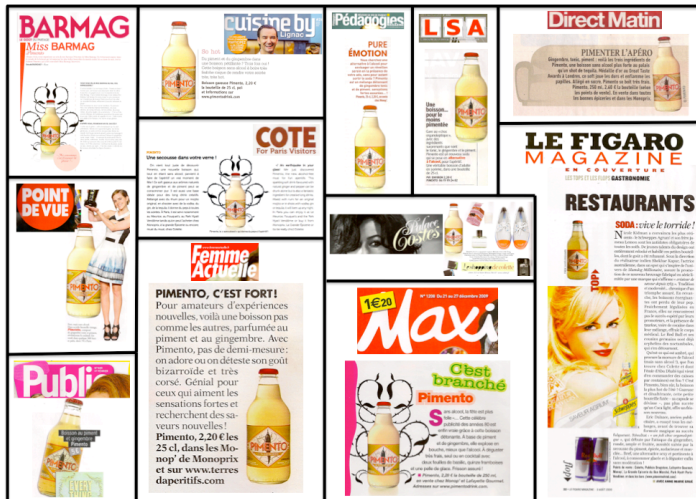
Ginger Drinks VS



Pimento 1st ginger beer for Three of Strong in Spain.



A creative beverage welcomed by media



UK examples =>



The Sun



Prima Baby & Pregnancy



TV Extra



Cafe Culture



The Grocer



Pimento is distributed:

France, Europe (Small Export), and expands its distribution **worldwide** (Grand Export): Americas, Asia & Australia. Importers are major companies or small and dedicated ones such as:

- FR : Renaissance / EWG
- UK : Coles Trading
- DK : What U Drink
- SE : Renbjör & Magnusson
- NL : Real-Est VOF
- BE : Gredho
- DE : Fromi
- CZ : Monin / Zanzibar
- EE : Multipluss Oü
- AT : Derksen
- CH : Paul Ehrbar
- IT : Eleven + Asolo Bevande
- GR : Smart Solutions
- IN : Globus Wines
- TH : SSS Business Group
- AU: Cerbaco Distribution



France, on-trade

- Renaissance (Euro Wine Gate Group) distributes Pimento in France. Its portfolio also includes famous spirits such as G'Vine gin, Beluga vodka, June liquor, Excellia Tequila, Luc Belaire sparkling, La Quintinye Vermouth, Blackwell spiced rum, Tiger beer, Aqua pisco etc...
- The drink is served in more than 600 horeca points of sale, as a mixer or as a real soft-drink.
- We develop Pimento in a national way and the biggest wholesalers of each area deliver the beverage - including Cash & Carry such as METRO for example.



France, off-trade

- Pimento is already available in many fine groceries - such as La Grande Epicerie du Bon Marché, Maison Plisson or Publicis Drugstore.
- We also activate many liquor stores network that boost the mixer function of the drink.
- The launching in off-trade has started and we are negotiating with Franprix: Pimento has been TOP 1 of their “Innovation” shelves during summer 2015!



Export

- We focus in 15 to 20 countries after a great response at the last SIAL tradeshow.
- **With some of the importers we work with, we have signed agreements including exclusive rights.**
- We are able to provide a standard contract on request.



Europe - Small Export

- Pimento covers most of the markets:

UK, Germany, Belgium, Holland, Sweden, Denmark, Estonia, Czech Republic, Austria, Switzerland, Italy, Greece.

- Importers launch on-trade first - to get buzz. Some of them have already start off-trade introductions.
- **PS. Pimento brand is trademarked in UE + Russia (+ India + China + USA + Mexico + Brasil + Australia + Morocco + AIPO).**



World - Grand Export

- Pimento has been launched in the following countries:

Australia, India & Thailand (+ US moderately)

=> Potential is huge because most of the Grand Export importers launch on/off-trade both. They position the drink as a mixer but also as a soda at the same time (cf. Red Bull, Schweppes...).

- PS. Pimento has been validated by the most restricting « FDA »: USA & Thailand

Form details (partially visible):

- ชื่อผู้ประกอบการ: บริษัท... (Company Name)
- ประเภทของสินค้า: เครื่องดื่ม (Beverage)
- เลขที่ใบอนุญาต: 10-3-23157-1-0001

Form details (partially visible):

- ชื่ออาหาร: เครื่องดื่ม พินเชอร์ ไทคิก คิวรี่ (คาร์บอนเนตจิงเจอร์) (ตรา พินเชอร์) (Pimento Brand)
- ประเภทอาหาร/ฉบับที่: เครื่องดื่มในกระป๋องที่อัดแก๊ส (ฉบับที่ 356) พ.ศ. 2556
- เลขที่ใบอนุญาต: 10-3-23157-1-0001



Strategy

- To set up a good market penetration strategy, Pimento needs to play on both sides:
 - => become the essential ultimate mixer for cocktails - perceived by customers as an exclusive drink used by all the best mixologists in the world,
 - => become one of the most highly flavoured premium soft drink.
- On this market segment, Pimento is definitely the only one. And this true that we are surfing now on a strong wave of ginger drinks, all over the world.
- If this beverage's family and its ingredients are not famous and not familiar, we generally launch first in on-trade (Europe).
- If ginger drinks + ingredients are famous, we launch on-trade and off-trade both and it's obviously better for sales (Americas, Asia, Australia, Africa).



The way to achieve this

Part 1

- Most of the importers start in on-trade first to create buzz and build a strong awareness as huge as possible. It's true that the "bar" is the natural nest in which it's possible to launch a new drink - or a new concept of drink.
- In the case of Pimento, plenty of bartenders in many countries have created cocktails with the drink and this is definitely the way to launch a mixer.
- Considering its strong and yummy effect in a mix, most of the barmen, bartenders and mixologists become real brand ambassadors of the drink. They generally promote the drink and organize themselves tastings with consumers. To do this, we provide them many information: values, skills, & benefits.
- 6 months after the launching, most of the bars we work with include Pimento in their menu: as a soda, as an ingredient of a mocktail, and as an ingredient of an alcoholic cocktail.



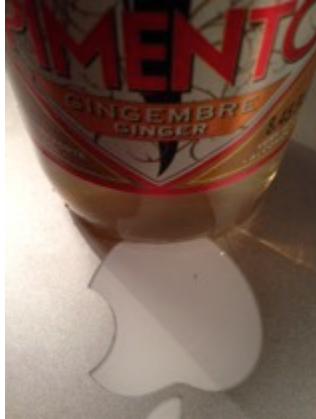
The way to achieve this Part 2

- During this 1st step, it's important to get some listings in fine groceries and liquor stores so it allows the possibility for the people to directly buy the drink. A PR work is also interesting at this stage, to generate good press feedback.
- This period is strategic to deliver most of the wholesalers, including the major Cash & Carry (such as METRO or MAKRO). Added to this, importers generally push Pimento during their local trade-shows dedicated to F&B (Imbibe London, Anuga Köln, Bar Convent Berlin, Horecava Amsterdam, Horeca Expo Gand...)
- After 1,5-2 years, when Pimento has a good awareness, a good level of buzz, and first goods statistics, it's time now to develop the off-trade (retail) because the big potential is there.
- One of the main problem to solve is a large-scale tasting issue. It's a must because tasted neat in blind tests with competitors, Pimento wins every time. Tasting = loving = purchasing



Importers profile

- Most of the importers we work with have good skills in on-trade and most of them import spirits. They know this market, they know the networks (wholesalers), they know the best way to connect and be in, they also know the way to sell a new beverage, its potential, its competitiveness, its “intelligence”.
- They also know the best bartenders and mixologists we can work with and we provide them all the information we can to extend their knowledge (cross-fertilization).
- These importers often organize cross-branding operations (events, sampling, promotion) with spirits that they already distribute - or not.



Online distribution

- Many importers make their best to promote the brand online.

<p>Australia www.cerbaco.com.au</p> <p>Austria www.derksen.at</p> <p>Belgium www.bierenwijnhuis.be www.gredho.be</p> <p>Czech Republic www.sirupy-koktejly.cz www.la-vin.cz www.slehamc.cz vinoteka.dios.cz limonady.heureka.cz www.zbozi.cz www.srovnanicen.cz www.hledejceny.cz www.seznamzbozi.cz www.e-obchodak.net www.spokojeny-nakup.cz www.topalkohol.cz www.nejlepsiceny.cz www.artikul.cz</p>	<p>Denmark www.realdrinks.dk www.whatudrink.com www.mixmeister.dk jambul.dk</p> <p>France www.eau-de-fruit.fr www.picaud.fr www.punch-et-cocktail.com www.lagrandeepicerie.com www.bienmanger.com www.currystreet.fr</p> <p>Germany www.gourmemaison.de www.dinsesculinarium.de www.wein.cc www.weinpower.de www.amazon.de www.delikatess-express.de www.alles-zum-</p>	<p>kochen.com www.panoptikum.net/</p> <p>Holland www.vanatalinnproduct.nl www.alcoholvrij.com www.alcoholvrijshop.com www.peccatidigola.nl</p> <p>Italy www.vinoebirra.it www.solostocks.it www.drinksandware.com</p> <p>Singapore redmart.com www.diffmarts.com</p> <p>Slovakia www.slahame.sk www.najdicenu.sk www.kauf.sk www.zoznamtovaru.sk</p>	<p>Sweden www.renbjermagnusson.se</p> <p>Switzerland www.drink-shop.ch www.ggf-getraenke.ch</p> <p>Thailand www.passiondelivery.com</p> <p>Greece www.kylix.gr</p> <p>UK www.amazon.co.uk brightonchillishop.co.uk www.europafoodxb.com www.ampsfinewines.co.uk www.deliciousdrinksshop.co.uk www.thecressco.co.uk deliveroo.co.uk</p>	<p>www.chiliplant.co.uk aqua-amore.com www.fullguru.co.uk www.alicata.co.uk</p> <p>USA www.specialtysodas.com</p>
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Labels

- The **front label** has to be the same for all countries - French / UK version.
- It's not a problem to print & stick a specific **back label** (language + local issues) but do note that:
 1. We schedule between 4 and 5 productions per year for all countries (with different back labels).
 2. The minimum to bottle with a specific back label is 12 pallets (The filling machine bottles 70.000 units per hour).
 3. If the order is not bottled in the same time than the scheduled production, the minimum to bottle with a specific label is 100 pallets.
 4. If agreement, we send to the importer the back label native file that he has to forward to his studio for modification. After a double checking, we print it in huge quantity for a long-term period.



Pimento conditioning

- Bottle of Pimento (250ml/8.45 fl. oz)
- Label French/English
- Specific back labels for 10 pallets min

- Shelf life: 2 years after production.
- Production / Expiry dates (by ink jetting on the bottle's neck)

- Packs of 10 bottles
- Packs filmed 2 by 2 for safety (no specific barcode)
- One Euro pallet contains 208 packs of 10 bottles = 2080 bottles (on 8 layers of 26 packs each) = 839Kg

- Prices and free samples on request.

A few words about Pimento:

Version FR : <https://www.youtube.com/watch?v=CVcHhKVI8uM>

UK version: <https://www.youtube.com/watch?v=THwwjwONeNI>



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