

# Pimento / Presentation

*Paris, France. December 15th, 2016*

GAZEUSE  
EN SUCRE  
RÈS FRAIS

CARBONATED  
REDUCED  
SERVED

**PIMENTO**

**GINGEMBRE  
SPICY GINGER**

le  
TRÈS FORTE  
LCOOL •

8.45  
VERY  
• ALCOHOL

**1**

**Identity**





## The story

*"I always loved strong drinks, the ones that burn the lips, put your mouth on fire, and inflame your throat; until I decided to turn away from alcohol.*

*A flying visit to my favorite grocery store made me realize that there were no strong drinks without alcohol and I decided to repair that terrible injustice by inventing myself that unlikely beverage.*

*I still see myself running through Paris looking for Thai spices, African syrups, Chinese roots, Caribbean fruits, Indian peppers, English sodas, Jamaican juices and invent hazardous recipes, transforming my humble kitchen into a mysterious and occult laboratory.*

*The Pimento miracle was born one evening like a beautiful obviousness in a benevolent ginger tonic and pimento triptych. In my glass, not believing my taste buds, a sexy, fruity and spicy drink swings, sweet and violent at the same time. Round like soda, nasty like a spirit.*

*I decided to produce that incredible discovery on a larger scale, to help my millions of friends slow down on alcohol, taking a sweet pleasure doing it.*

*Of course, nothing prevents to use Pimento to strengthen cocktails, with or without alcohol."*

Eric Dalsace

Pur ou  
mixé

Gingembre + Tonic + Piment  
**Vous allez déguster.**

Servir frais  
Arômes naturels



Par votre santé, évitez de fumer avec les yeux. www.pimentodrink.com - Cannes - Photo Pascal Nadi

Neat or  
mixed

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

Serve chilled  
Natural flavours

[www.pimentodrink.com](http://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 drink, probably the best because most of its competitors are thin, extremely bitter, and really just designed as mixers for a limited range of spirits.
- Produced & commercialized by Pimento SAS. 14, avenue de l'Opéra - F75001 Paris.
- Created and launched in 2009 by Eric Dalsace, CEO of Pimento SAS.
- Pimento is a Simplified Stock Company with a capital of 63.810€.
- The current dividend table is as follows: Eric Dalsace: 46.54%. FDPI: 33.66%. SC Frédéric de Belloy: 11.10%. Total small shareholders (love money, family & friends): 8.7%.



## Supply chain & logistics.

1. Natural flavours (concentrated) are produced by Expressions Aromatiques (Mouans-Sartoux, Grasse)
2. Labels are printed by **IGP** (Nuits-Saint-Georges)
3. Bottling at **La Brasserie La Licorne Karlsbräu Karlsberg Group** (Saverne, Alsace)
4. Warehouse & logistics: **Optilog** (Villejust, 20km South from Paris)



## Pimento vs ginger ale vs ginger beer

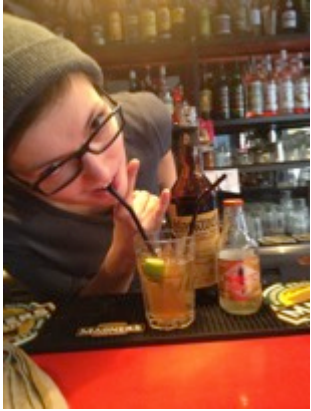
- A **ginger ale** is a lemonade with a low ginger content. The 1st one has been patented in 1907 as "Canada Dry Ginger Ale ».
- A **ginger beer** is a non-alcoholic **ginger ale** with more ginger. It's called beer because it was originally brewed like real beer (with fermented ginger). It's worth noting that some English ginger beers contain alcohol.
- Today, most of the ginger beers are produced as lemonades, mixing flavours + sugars + citric acid + water + Co2.
- For anglo-saxons, Pimento is a **spicy ginger beer**. To be more poetic, we could say that the fruity tasting, highly-flavoured and beautifully spicy Pimento is the natural child of an Anglo-Indian ginger beer and an African ginger juice.





## Main ingredients

- Pimento is a non-alcoholic refreshing fizzy drink mainly made with ginger, tonic and hot pepper natural flavours .
- The drink contains also small amounts of bitter orange, lime, oregano and gentian natural flavours.
- 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 (Muslims).
- In many **restaurants**, Pimento is a ready, natural accompaniment for many of the world’s foods - perfect with South-American, 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 drink, 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. Ginger & Gin (+ gin & lemon)... also called **Italian Mule** in Italy!
- We have more than 80 recipes of cocktails mixed with Pimento made by European bartenders. Check out [www.pimentodrink.com](http://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](http://www.amountainofcrushedice.com/?p=17588)  
and [www.amountainofcrushedice.com/?p=17700](http://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)

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2

**Communication**



**A unique drink whose innovative character is recognized by international 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*





**A certain notoriety with global F&B decision-makers, all level of management: importers, distributors, wholesalers, bar managers, bartenders:**



... consistently supplied with information by Pimento Paris and by the beverage importers in the whole world, **acting on their side on the social networks.**

**Ginger Beer: The Grand Tasting**



**Pimento 1<sup>st</sup> ginger beer, rated by Drinks & Style in Switzerland.**

**Ginger Drinks VS**



**Pimento 1<sup>st</sup> ginger beer, rated by Three of Strong in Spain.**



# Online & B2B

- Importers do their best to increase the online buzz when it is not the distributors who do it themselves.



- Many importers place Pimento on online sales sites => all over the world:

- Most of them feed their own B2B press and present Pimento at their several tradeshow: **Horecava@Amsterdam, Imbibe@London, Anuga@Köln, Horeca Expo@Gand, Bar Convent@Berlin, Alimentaria@Barcelona, etc...**

Pimento Nederland: Welkom  
<https://www.pimentodrink.nl/> • Traduire cette page  
 Pimento is een unieke alcoholvrije drank, een echte smaakexplosie en niet te vergelijken met enige andere drank. Er bestaat geen andere alcoholvrije drank ...

Pimento - non-alcoholic ginger beer with a chili kick  
[www.pimentodrink.co.uk/](http://www.pimentodrink.co.uk/) • Traduire cette page  
 Pimento is a non-alcoholic ginger beer with a spicy, chili kick. It is great on its own with lots of ice or can be used as a mixer with a variety of spirits.

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



A creative drink hailed by the main press titles (+TV and Radio) in France – and internationally.



UK Examples =>



The Sun



Prima Baby & Pregnancy



TV Extra



Cafe Culture



The Grocer

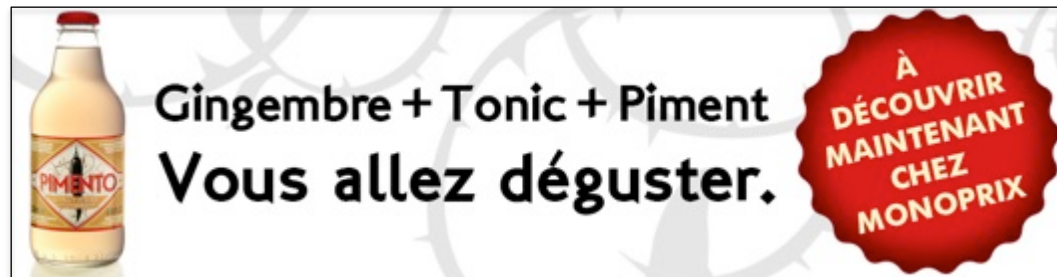






# Communication

- We boost the visibility of the brand through a partnership with Google (Display + Search) & FB, and we also developed SEO for the Pimento's launch at Monoprix:



- In addition, **2 communication consulting agencies** are currently developing an advertising campaign for Pimento.
- Here is the deal: they produce a **very creative campaign** susceptible to buzz and win prizes, *in return for what* they have a total freedom of action (subject however to my final agreement).







3

**Distribution**



# Pimento is distributed and commercialized:

- **In France, in Europe (Small Export), and starts its development in Large Export (America, Asia, Australia, Africa).** Importers are either large operators or more flexible and more dedicated structures:

- FR: Renaissance / Villevert
- CA: Jean Talon
- UK: Coles Trading
- DK: Real Drinks
- SE: Renbjær & Magnusson
- NL: Real-Est VOF
- BE: Gredho
- DE: Fromi
- CZ: Monin / Zanzibar
- HR: Acrobat
- AT: Derksen
- CH: Paul Ehrbar
- IT: Eleven + Asolo Bevande
- GR: Smart Solutions
- ES: WKYRegal
- PT: Baldi Drinks
- IN: Globus Wines
- TH: SSS Business Group
- AU: Cerbaco Distribution
- PF: Morgan Vernex
- GF: Premium Distribution
- CI: Prosuma
- TG: Monembal
- MU: Ozimate





## France, on-trade (horeca)

- Pimento is distributed by a major actor in drinks distribution: Renaissance (Maison Villevert Group), who distributes (and sometimes products) G'Vine gin, Cîroc and Beluga vodkas, Blackwell and Bumbu rums, June liquor, Tiger beer, Excellia tequila, Belaire sparkling, La Quininye vermouth, Aqua pisco, etc...
- The drink is present in almost 600 points of sale: bars, hotels, restaurants. It is either presented as a mixer, or as a soft drink.
- The CHR (on-trade) establishments can obtain supplies from many wholesalers as well as from METRO, throughout France. Renaissance delivers sometimes directly its brands.



## France, off-trade (retail)

- **Concerning off-trade (mass distribution), Pimento is referenced at Monoprix and is available in almost the entire park (230 stores).**
- Moreover, the drink is already available in numerous delicatessen stores, (like la Grande Epicerie, la Maison Plisson, l'Epicerie Julhès or le Drugstore Publicis), in Paris and the provinces.
- We are also activating the presence of the brand in liquor stores, and Pimento is available in the 38 Parisian and Ile-de-France stores of the brand "Repaire de Bacchus".



It is clear that Pimento's development also passes through the International that currently surfs on the powerful wave of ginger drinks.



Pimento is certainly the most powerful and seductive actor (the only industrial spice ginger beverage in the world).



# Internationally (1)

- We export Pimento in 25 countries and this development should grow after a successful SIAL 2016 Tradeshow.
- **We have signed distribution agreements including exclusive rights clauses.**
- We are able to provide a standard agreement on request.







4

**Positioning**





## 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 on-trade (Europe).
- If ginger drinks + ingredients are well known, 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 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 1<sup>st</sup> 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.



## Cross-brandings

- This technique is often used to sell complementary products and this is a good solution to promote 2 beverages that mix well. In combination they produce a greater effect in terms of awareness.
- Most of the importers we work with organize cross promotion (events, sampling) with spirits that they distribute - or not.

UK: Pimento + Ron Cubay

Thailand: Pimento + Beluga Vodka

France: Pimento + Beluga vodka, Blackwell & Sailor Jerry rums, G'Vine gin

Czech Republic: Capitan Bucanero elixir, Monin syrups

Australia: Vedrenne gin, Beach house spice rum & Macchu Pisco.

Etc...

- **The Italian case is definitely the best. Roby Marton - the Pimento importer in Italy, has created the « Italian Mule » mixing his own Roby Marton gin + Pimento + lime. This yummy cocktail faces now a huge and incredible success everywhere in the country. The Italian Mule is now distributed in Croatia, Portugal, UK, Holland, Switzerland and soon... in India.**



# 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 22 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)
- FR/UK front & back labels
- Specific back labels for 22 pallets min
- Shelf life: 2 years after production.
- Production / Expiry dates (by ink jetting on the bottle's neck ): DD.MM.YY
- Packs of 10 bottles, filmed 2 by 2: 2x10x25cl
- One Export Euro pallet contains 208 packs of 10 bottles = 2080 bottles (on 8 layers of 26 packs each) = 839Kg
- Prices and 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>

**Interview of Eric Dalsace by Marina Celeste (Paris Normandie TV):** [https://youtu.be/JbeQL\\_MOSTA](https://youtu.be/JbeQL_MOSTA)

**Also, to watch the (great) Pimento taste test from Specialty Sodas, USA (reviewed by Natalia Strawn), click here:**

[https://www.youtube.com/watch?v=GEu\\_UuamcqQ&feature=youtu.be](https://www.youtube.com/watch?v=GEu_UuamcqQ&feature=youtu.be)



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