



Started in  
Richmond, VA  
in 2021

Sold in-stores in  
VA & SC. Online  
sales in 42 states

Flagship product is  
"Transfusion: The  
Original Golf Cocktail"

### Truth about golf

- It's for the banter
- Drinks get snuck into golf bags but are primarily sold at the bev cart
- Cart girls drive sales

### Rise of alt golf

- Golf has gone beyond the fairway: indoor putt-putt, Topgolf, disc golf are examples that pivot from traditional golf standards and welcome a new, more diverse crowd
- Golf is now accessible, all year long, without any large financial investment & fully stocked bars
- Many golf courses take weeks to open after a heavy snowfall, Topgolf can be open about 24 hours later

### Did you know?

1. In 2005, Alexandria, VA became home to Topgolf's first US location
2. Total volume sales of RTD cocktails increased 226% from 2016 to 2021
3. 51% of Topgolf customers are people who don't play traditional golf

### Our Opportunity

Take advantage of golf's expanding network by capturing golfers and golf state-of-minders in golf's "pre-season"

### Target Audience

Golf minded people: people who welcome recreation into their social life

In the winter, everyone is a golfer

### Objectives

- Create a reason for people to choose this drink on store shelves even if they don't play golf

### Constraints

Align with current branding:  
font, fairway imagery