

HIGH CLASS™

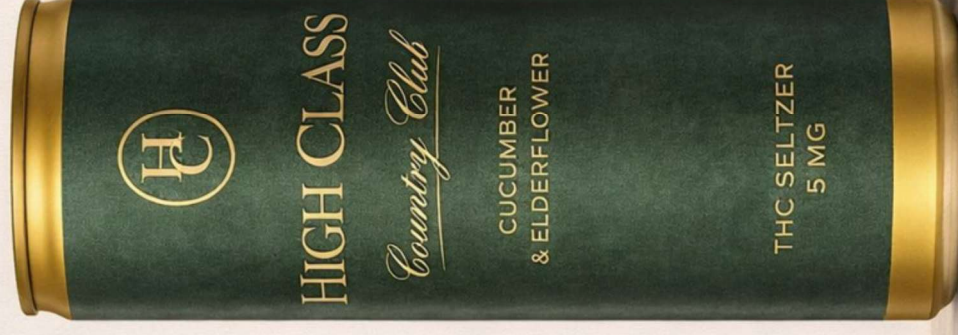
Premium THC Seltzer

Elevated. Intentional. Refined.



EXECUTIVE SUMMARY

- ✓ **A New Standard in THC Beverages**
Refined, premium seltzers elevating the cannabis beverage category.
- ✓ **Discreet, Sophisticated Positioning**
Designed for discerning consumers seeking an alternative to alcohol that fits their upscale lifestyle.
- ✓ **Country Club Cannabis**
Elegant branding and botanical flavors crafted for a high-class, social experience.



THE PROBLEM

What Exists Today

- ✓ **Low-End Branding**
Loud, playful subculture aesthetics
- ✓ **Harsh Dosing**
Fast-acting & high-dose formulations
- ✓ **Novelty-Driven Products**
Flavors & packaging that mimic energy drinks, sodas, or alcohol RTDs

Why It Fails Premium Consumers

- ✓ **Not Appeal to Affluent Buyers**
Garish designs and slang turn off discerning, upscale consumers
- ✓ **Too Strong, Unpredictable Effects**
Discourages new beverage buyers unfamiliar with cannabis, attracts reckless intoxication
- ✓ **No Lifestyle Fit, Poor Repeat**
Fails to become a regular, intentional part of adults' social repertoire

The Opportunity

High Class is positioned at the perfect intersection of thriving, premium market trends.



THC Beverages Market

\$675M

THC beverage projected
U.S. sales (2024)



Premium Destinations

Beverage aficionados are
replacing or supplementing
alcohol with upscale THC drinks
at country clubs, resorts, and
fine hotels.



No Trusted Reference Brand

Growing need for a leader
in premium THC beverages.
No upscale brand sets
the standard—yet.

*Aligns with the rise of premium THC, elevated wellness,
and sophisticated social alternatives.*



HIGH CLASS™

The High Class Story

A modern social alternative, built with restraint.

High Class was created for a new kind of social consumer — one who values presence over excess, taste over novelty, and experience over intoxication.

As cannabis beverages enter the mainstream, most brands chase attention.

High Class chose intention.

Inspired by refined leisure — country clubs, coastal evenings, live music, and elevated gatherings — High Class offers a premium THC experience designed to fit seamlessly into moments that already exist.



BRAND POSITIONING

High Class is the trusted reference brand for premium THC seltzer.

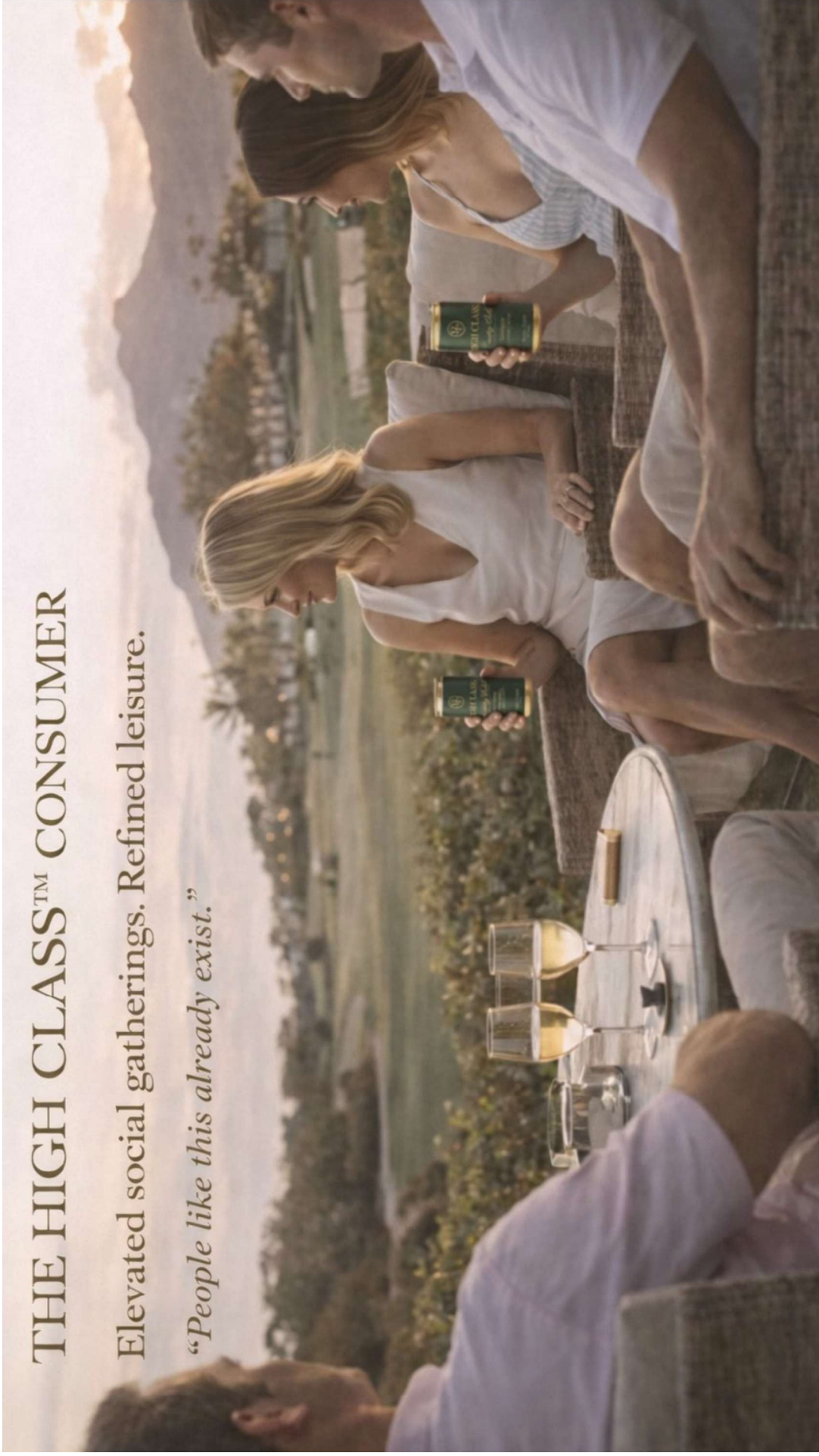
- ✓ **Luxurious Presentation**
Refined, sophisticated branding that exudes quality and elegance
- ✓ **Exquisite Flavor Profiles**
Curated, sophisticated flavor combinations using natural ingredients
- ✓ **Refined and Relaxed Experience**
Crafted for discerning consumers seeking a sophisticated and enjoyable alternative to alcohol



THE HIGH CLASS™ CONSUMER

Elevated social gatherings. Refined leisure.

“People like this already exist.”





HIGH CLASS™

Designed for Clarity

Simple SKUs. Elevated flavor. Confident shelf presence.



CUCUMBER & ELDERFLOWER

Fresh, botanical, and crisp



WHITE PEACH & ROSEMARY

Soft stone fruit with herbal balance



BLACKBERRY BRAMBLE & MEYER
LEMON

Rich berry depth with bright citrus

Consumer Appeal

Attractive features make High Class the ideal premium THC social beverage.



Aspirational Lifestyle

- ✓ Elevated presentation and flavor profiles that resonate with discerning consumers



Sophisticated Alcohol Alternative

- ✓ Serves as a refined, health-conscious alternative to traditional alcoholic beverages



Gentle Intoxication

- ✓ Balanced 5 mg THC dose provides a mild, pleasant buzz without a hangover

High-traffic cultural and retail environments to drive brand growth.



TARGET DISTRIBUTORS

Ideal partners in the premium event and leisure industries.



Luxury Hotels & Resorts

- ✓ 5-star hotels
- ✓ High-end resort properties



Clubhouses & Spas

- ✓ Elite country clubs
- ✓ Luxury wellness spas



Upscale Venues

- ✓ Exclusive event spaces
- ✓ High-end private clubs



Fine Dining Establishments

- ✓ MICHELIN-star restaurants
- ✓ Prestigious cocktail lounges



Elevated venues and partners align with the High Class™ ethos of sophistication and luxury.

Expanded Distribution Channels

From premium venues to high-traffic retail and live entertainment



Liquor & Beverage Retailers

- ✓ Total Wine, Binny's, & other THC-approved retailers
- ✓ Specialty beverage shops
- ✓ Large regional liquor chains



Cannabis Dispensaries

- ✓ Upscale, lifestyle-focused dispensaries
- ✓ Dispensary beverage sections
- ✓ Cannabis retail chains



Concert Venues & Live Events

- ✓ Music festivals
- ✓ High-traffic concert venues
- ✓ Cultural events & pop-ups



HIGH CLASS™

RETAIL SNAPSHOT

— (Pilot Pricing) —

- Wholesale (per case): \$72.00
- Suggested Retail (12-pack): \$49.99
- Suggested Retail (per can): \$5.99
- Retail Margin Range: 45%–60%+
- Pilot Volume Forecast: 720–2,160 cases
(Initial rollout)
- Full Capacity Potential: Up to 8,000+ cases
(Scalable Year 1)

*Pricing shown reflects pilot program terms.
Volume-based pricing available upon expansion.*



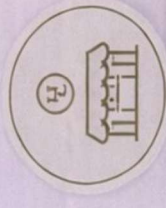
Next Steps & Pilot Opportunities

Strategic pilots in key markets to validate brand and drive growth in retail and hospitality.



Distributors

- ✓ Collaborate with high-end beverage distributors in select upscale regions (e.g. Southern California, Florida)
- ✓ Pilot placements in luxury hotels, spas, and premium event venues
- ✓ Leverage distributor expertise for on-premise and off-premise strategy



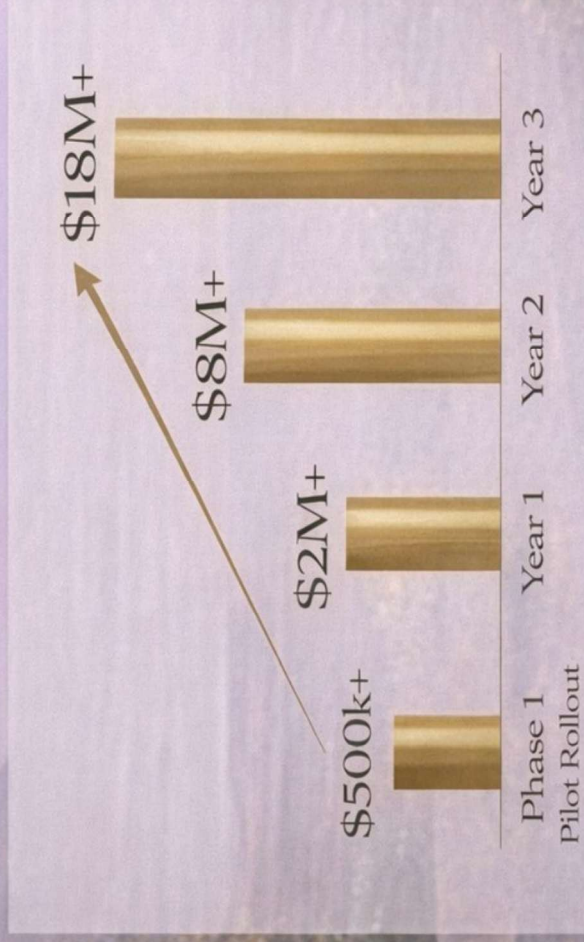
Retailers

- ✓ Launch with select THC-approved retailers like Total Wine & Binny's
- ✓ Secure prime shelf space in premium dispensaries and high-end beverage shops
- ✓ Host exclusive tasting and education events to build brand loyalty

Establish highly curated pilots that showcase High Class as the premier THC social beverage.

Projected Revenue Model

Aggressive yet achievable growth trajectory by year 3.



Building toward \$18M annual revenue by capitalizing on upscale THC market growth.

✓ **\$18M+ Year 3 Revenue**

✓ Driven by strategic retail and hospitality expansion

✓ Increasing volume through distributors and THC-friendly retailers

✓ Aggressive marketing and brand-building efforts



HIGH CLASS™

Join Us as We Elevate the THC Beverage Experience

Become a partner in High Class™ and build a leading luxury THC beverage brand.



Rapidly Growing Premium THC Beverage Market

- ✓ Poised for significant growth within the emerging, upscale THC beverage sector



Strategic Distribution & Retail

- ✓ Targeted placements in luxury hotels, upscale dispensaries, and high-end beverage retailers



Sophisticated Brand Positioning

- ✓ High-end aesthetic and lifestyle positioning; aspirational and selective appeal



Scalable Revenue Potential

- ✓ \$18M+ Year 3 revenue target driven by strategic expansion, volume growth, and marketing

Pilot Availability & Contact

- ✓ Markets opening now
- ✓ Limited pilot placements
- ✓ Available for exclusivity discussions

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Serious pilot inquiries encouraged.

