

SUN GOD

Balanced.
Brighter.
Better.

We are SunGod. Made for the way people live today — social, mindful, and looking for drinks that feel refreshing from start to finish. SunGod is crafted to be smooth, balanced, and easy to enjoy, sip after sip.



Q4 2025

PITCH DECK

The alcohol experience keeps evolving: the non-carbonated era is here.

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That's why **SunGod** created a new category to fill the gap: **Hardwater**.

Every era brought change: beer, wine, spirits, seltzers, RTDs. But today's shelves are stocked with the same approach, just in new packaging — artificial flavors and sweeteners, lack of ingredient transparency, and too carbonated.

SunGod is in a new category, designed with transparency, purity, and simplicity: fully organic and crafted with pure **spirits, premium mountain spring water, and real juices**.



The Market Landscape

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Hard Seltzers

Perception: Light and often lower calorie counts, but empty, artificial, and flavorless.

Problem: A race to the bottom (zero sugar, less calories) limits flavors and overall experience.

Fact: Hard seltzer off-premise volume fell ~15% YoY in 2024 (Source: NielsenIQ).

Insight: Brands seemed to have reached peak market saturation and lost novelty with consumers, as many have become bored of repeated flavors and lack of innovation in the category.

Health Minded Alternatives

Perception: Usually has an acquired taste with 'more benefits inside' than other categories (probiotics, etc).

Problem: Flavors can be polarizing to the mass market, keeping brands stuck in a niche with no wide appeal or growth.

Fact: Hard kombucha sales volume was down -7.8% in chain retail's most recent sales period (Source: NielsenIQ).

Insight: Brands like Juneshine are geographically challenged, with only 7 US states contributing to ~77% of total sales.

Hard Teas & Lemonades

Perception: The newest trend and current 'king' of the non-carbonated drink era.

Problem: Seen as easy sippers, but often hide the sweeteners and chemicals inside + locked into a tea/lemonade formula base.

Fact: Surfside is now the fastest growing alcohol brand in 2024 with sales up +360% dollar sales YoY (Source: NielsenIQ).

Insight: People are enjoying the drinkability of this new category, but brands have not taken past tea/lemonade yet.

Ready-to-Drink Cocktails

Perception: Cocktails-in-a-can offer a convenient solution, but often come with higher sugar, higher ABV, at a much higher price point.

Problem: Mystery ingredients, calorie-heavy drinks, pushing convenience at a higher price.

Fact: RTD market is expected to grow to \$29.4B by 2034.

Insight: RTDs are booming, but future growth depends on offering convenience without the hidden calories, sugar, and costs holding the category back.

Hard Seltzers:
"The Diet Soda of Alcohol"



Premium RTDs:
"The High-Octane Sugary Booze Bombs"



Health Minded Alternatives:
"Fermented, Fizzy and Funky"

Hard Teas & Lemonades Market:
"The Sweet Summer Slosh"

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This is drinking refined.
This is the SunGod Standard.



SunGod was built with intention.

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Canned beverages have been carbonated, complicated, and unclear for too long. We created a balanced hardwater to elevate the drinking experience: spirit, water, and real juice — **sophistication through simplicity.**

We stripped drinking back to its essentials to build something balanced, refreshing, modern, and intentional that feels as good as it tastes.

How our liquid is different:

- Non-carbonated
- Certified organic by CCOF
- Purified neutral grain spirit
- Premium mountain spring water
- Transparent ingredient list
- No artificial flavors
- No artificial sweeteners
- Made in the USA



One Drink. Three Simplified Layers.

SUNGOD

1. Real & Organic Juices = Flavor & Product Experience

We thoughtfully developed complimentary taste profiles that balance organic juices and extracts to create flavors that are complex, dynamic, refreshing, and memorable.

2. Pure Ethanol Layer = Scientific Differentiator

96% ABV ultra-purified, organic neutral grain spirit. No hidden chemicals or congeners — just clean alcohol with minimized impurities leftover from the distillation process.

3. Premium Water Layer = Hydration & Mitigation

Not all water is created equal — we use Palomar Mountain Premium Spring Water straight from the source. Non-carbonated and purified to support hydration and clean absorption. Perfect water to alcohol ratio built right into the drink.



Our Core Values: Transparency & Purity

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Bubbles are
for bathtubs.

Organic, non-carbonated
Balanced Hardwater.



3x Hardwater flavors to improve your drinking experience:

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MINTED SOL

CUCUMBER | MINT | LEMON | GINGER



SOLAR DRIFT

PINEAPPLE | COCONUT | GINGER



DAYGLOW

WATERMELON | LIME | MINT

Tasting Notes | Minted Sol

PROFILE

Crisp, cooling, and garden-fresh. A citrus-driven profile of lemon and cucumber, lifted by spearmint and grounded with a touch of ginger.

SIGHT

Opaque with a pale green glint, like pressed green juice.

SMELL

Bright lemon zest and cooling mint, with soft cucumber and spice in the background.

TASTE

Lively lemon up front, followed by fresh cucumber and a cool mint finish. Ginger adds gentle warmth for balance. Clean, crisp, and vibrant.



Tasting Notes | Solar Drift

PROFILE

Tropical, smooth, and sun-soaked. Pineapple and coconut lead with natural sweetness, balanced by a subtle ginger kick and a squeeze of citrus.

SIGHT

Opaque with a soft golden hue, like pineapple juice.

SMELL

Fresh pineapple and coconut aromas lifted by zesty lemon and a hint of spice.

TASTE

Rounded tropical fruit at first sip, layered with creamy coconut and finished with a clean, refreshing touch of ginger. Smooth, balanced, and endlessly drinkable.





SunGod product offering to customers

SUN GOD

COMING SOON



MINTED SOL

SRP: \$TBD
PER 12 FL OZ CAN



SOLAR DRIFT

SRP: \$TBD
PER 12 FL OZ CAN



DAYGLOW

SRP: \$TBD
PER 12 FL OZ CAN

COMING SOON



SRP: \$TBD/ 6 PK



SRP: \$TBD/ 6 PK



SRP: \$TBD/ 6 PK

SunGod wholesale pricing

SUN GOD



**PTR: \$TBD/ 24-Pack
Tray (Loose)**

MINTED SOL



**PTR: \$TBD/ 24-Pack
Tray (Loose)**

SOLAR DRIFT



**PTR: \$TBD/ 24-Pack
Tray (6-Pack Standard)**

MINTED SOL



**PTR: \$TBD/ 24-Pack
Tray (6-Pack Standard)**

SOLAR DRIFT



SunGod wholesale pricing

SUN GOD



**PTR: \$TBD/ 24-Pack
Tray (6-Pack Variety)**

MINTED SOL | SOLAR DRIFT



00860014178542



**PTR: \$TBD/ 24-Pack
Tray (Loose)**

DAYGLOW



COMING SOON



**PTR: \$TBD/ 24-Pack
Tray (6-Pack Variety)**

MINTED SOL | DAYGLOW



COMING SOON



**PTR: \$TBD/ 24-Pack
Tray (6-Pack Standard)**

DAYGLOW



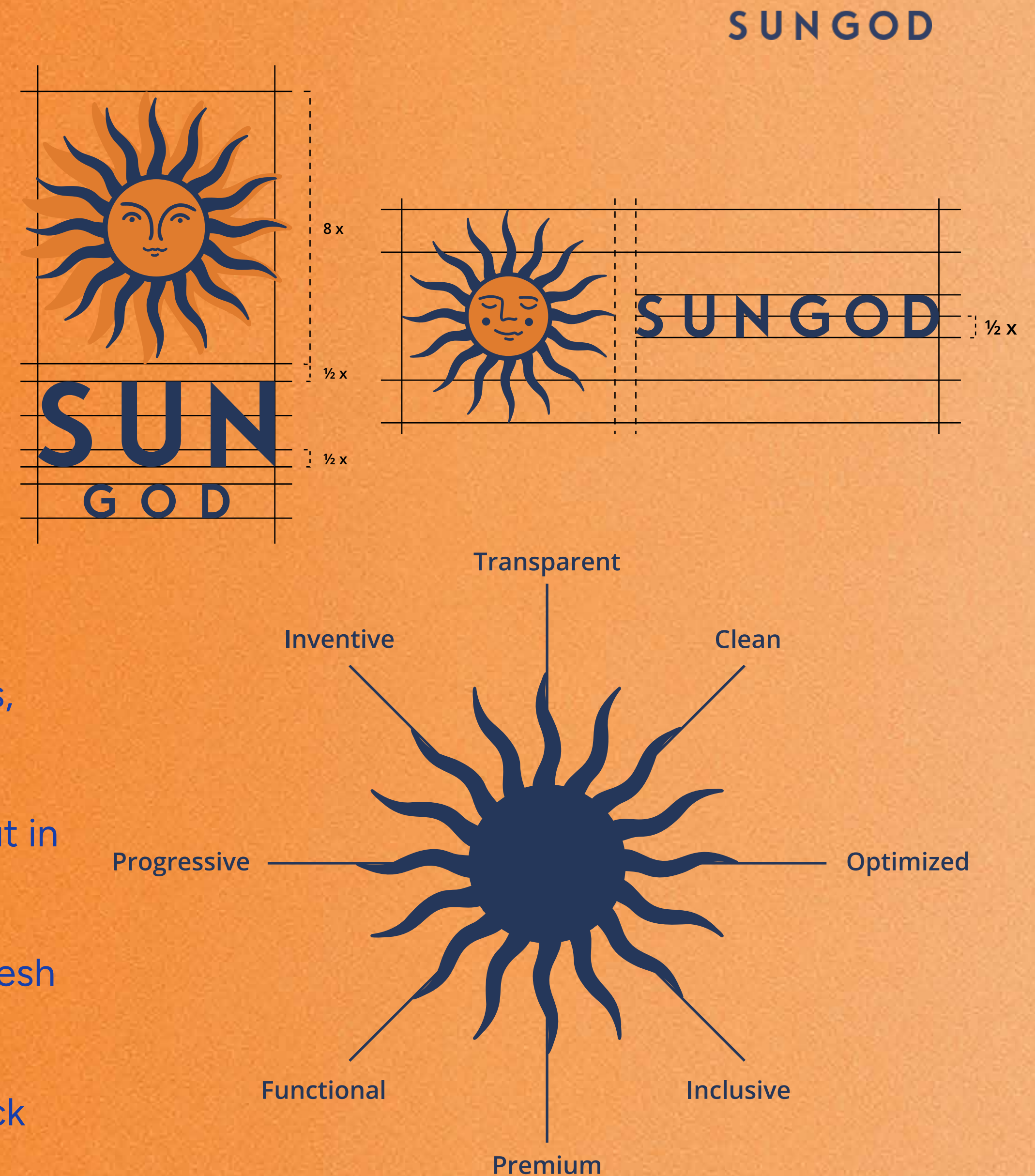
COMING SOON

What our brand stands for

The SunGod brand is more than a product — **it's a perspective.** We started from first principles to rethink what drinking could look like: clearer, more intentional, and designed for the way people live their lives today, a product we want to drink.

What our brand represents:

- **Transparency** → an honest voice in an industry that's built on hidden ingredients, marketing spin, and lack of innovation.
- **First principles thinking** → challenging the defaults of seltzers, cocktails, and wellness drinks to create something that actually fits modern life.
- **Balance** → a philosophy that guides everything — not just in the can, but in the product and lifestyle we live ourselves.
- **Progressive design** → visuals, storytelling, and activations that feel as fresh as the liquid inside, giving a memorable experience at every turn.
- **A new standard** → showing what's possible when alcohol is stripped back to essentials and rebuilt with purity and transparency.



The Balanced Achiever

Our Core Consumer

Today's drinker isn't chasing extremes. They're health-minded but social, ambitious yet grounded, and looking for balance in every part of life. This is the "Balanced Achiever" — and it's who **SunGod** was built for.

Who They Are:

Age: 25–40

Lifestyle: Active, career-driven, social on weekends, wellness-minded during the week, focused

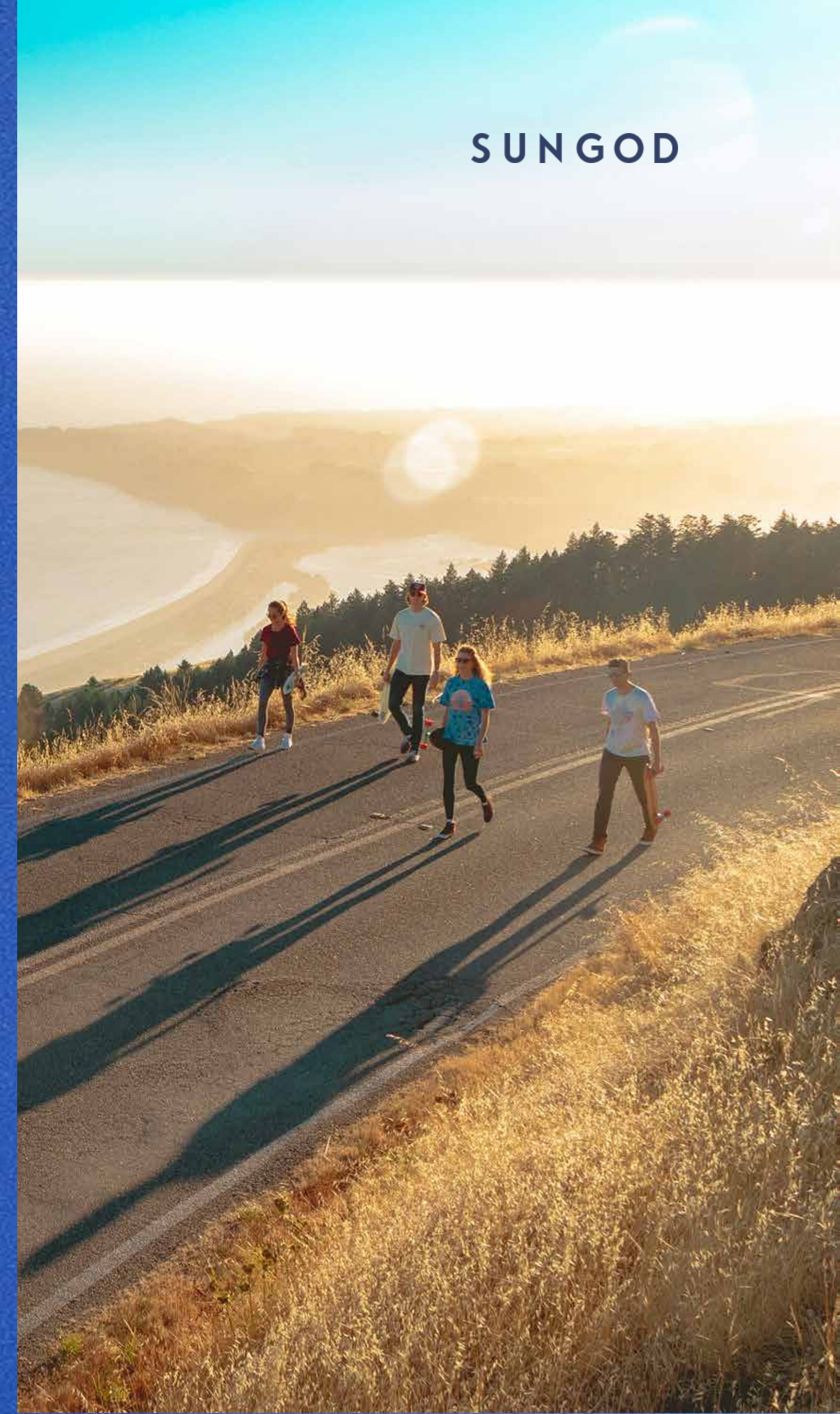
Values: Balance, transparency - experiences over excess.

Drinking Choices: Avoids bloating carbonation, skeptical of sugary RTDs, wants something repeatable they can share with friends.

Aspirations: Invests in self-improvement on a daily basis — from fitness, to networking, career, and personal growth.

Social Influence: Trendsetters in their circles, introducing friends to brands that align with their lifestyle and activities.

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A photograph of two women floating on large, green inflatable rings in the ocean. The woman on the left is lying down, wearing a black bikini top and sunglasses, smiling. The woman on the right is sitting up, wearing a dark green tank top and sunglasses, also smiling. The water is a light blue-grey color. The text "Transparent by Design. Balanced by Taste." is overlaid in the center in a white, sans-serif font.

Transparent by Design.
Balanced by Taste.

Shared Wins, Shared Growth

Repeat Customers = Sustainable Growth

A balanced drink people return to again and again. That means steady sell-through for accounts and reliable volume for distributors.

Premium but Approachable

Priced to stand out from seltzers while remaining more accessible than niche "health" brands. Creates margin without limiting reach.

Brand Loyalty Fuels Velocity

Transparency and clarity build trust. Customers buy in for the long run, not just a trial purchase.

Early Adopters Drive Influence

Health-minded, social consumers in markets like SoCal lead trends that ripple nationwide. Get in early, and you grow with them.

Positioned for the Future

The non-carbonated RTD category is exploding. Being part of **SunGod** means riding that wave and being ahead of the curve.



The Near-Future Game Plan

We're tapping into our network: friends, partners, and cultural connectors — to activate SunGod in the right places, with the right people.

- 1. Sampling Teams in SoCal:** On the ground in Los Angeles, San Diego, and other key cities — converting trial into loyal customers.
- 2. Launch Parties at Iconic Venues:** Partnering with places like SOHO House to seed the brand in culture-forward spaces people know.
- 3. Social Media Amplification:** Approachable, fun, and lifestyle-driven content partnered with influencers in our network to build a community, not just followers.
- 4. Festivals & Events:** Leveraging our networks to place SunGod in high-visibility moments where people gather and share in our target beachhead cities.

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K A A
B O O

Horizon
WONDERFRONT



Balanced.
Brighter.
Better.

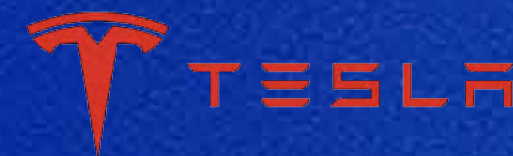


The Team Behind the Brand

Ben Ward



Chief Executive Officer



Eric Ward



Chief Creative Officer



Melissa Ward



Chief Operating Officer



Hayden Fulstone



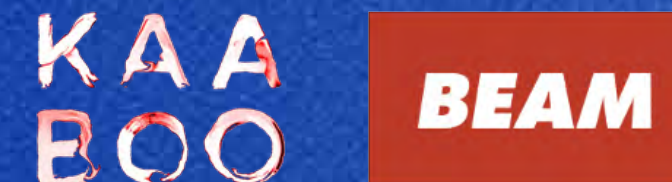
Co-Founder: **LIQUID IV**



Chris Racan



Founder: **BEAM Agency**



David King



National VP Sales: **El Cristiano**



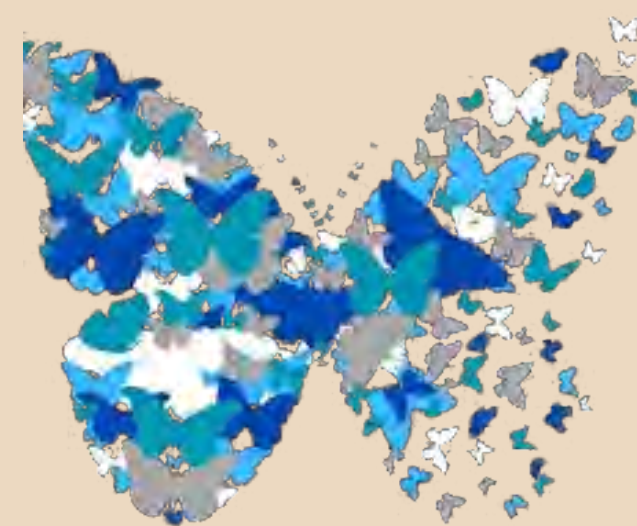
SunGod Partnerships

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Building a brand takes more than a great liquid. It takes trusted partners who know the industry, open doors, and help us scale the right way. We've activated our network from day one — securing preferred pricing, organic certification, and best-in-class packaging — so **SunGod** launches with the foundation to succeed.

Lovana Consulting

Loren and Savannah apply their expertise to sourcing and production, securing preferred pricing and guidance on building the supply chain right the first time.



Packform & Pacific Southwest Container

Together, they provide premium packaging solutions and competitive pricing — from flexible, digital marketplace access (Packform) to best-in-class trays and packaging trusted by national brands (PSC).



Local Roots, San Diego

Our organic certification partner, ensuring our inputs align with the highest standards of clean, transparent sourcing.



SIP San Diego

A collective of local wineries, cideries, and meaderies that connects us to San Diego's craft beverage scene, offering organic-certified sourcing and strong distribution ties.







Brand Concepts

SUNGOD





BALANCED. HARDWATER.

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MINTED SOL

100% NATURAL. 100% ORGANIC. 100% TASTY.

100% NATURAL. 100% ORGANIC. 100% TASTY.

BALANCED. BRIGHTER. BETTER.

BALANCED. HARDWATER.

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SOLAR DRIFT

100% NATURAL. 100% ORGANIC. 100% TASTY.

100% NATURAL. 100% ORGANIC. 100% TASTY.

BALANCED. BRIGHTER. BETTER.



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