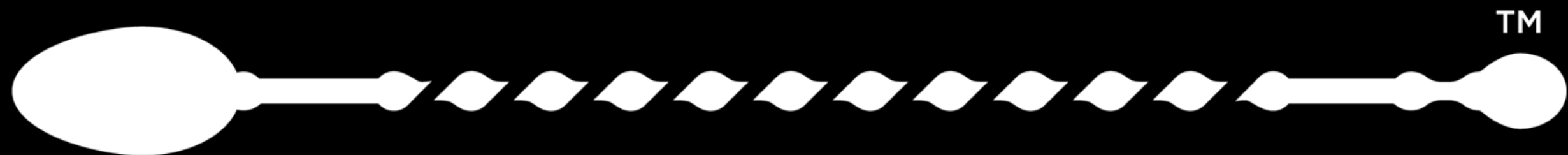
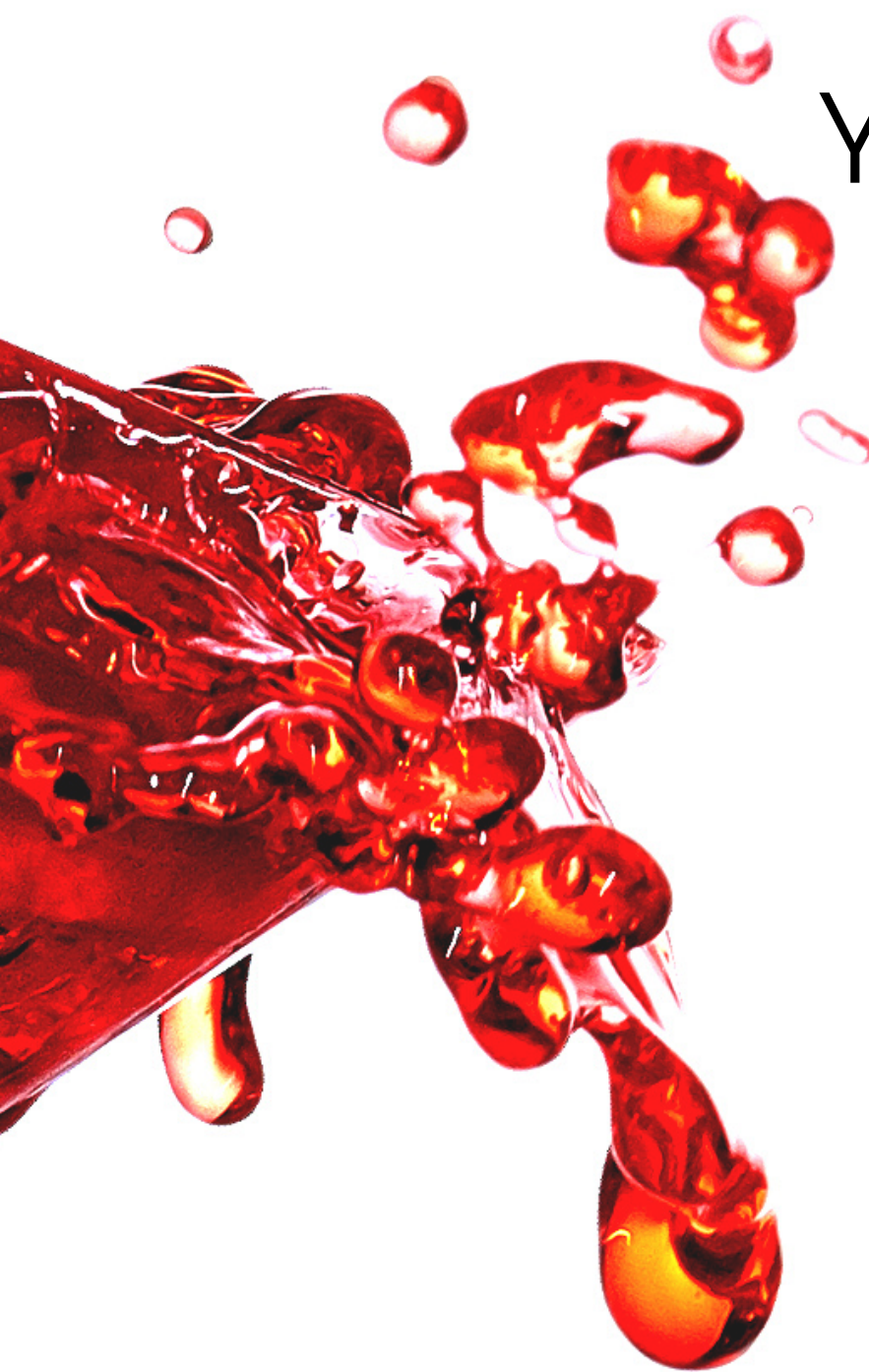


THE PERFECT



COCKTAIL



Your time is too important to settle for  
mediocrity.

**Drink The Perfect!**

**ANYTIME / ANYWHERE**

Anytime  
Anywhere

# Our story

MADE IN ITALY TAKES ON THE WORLD



100% MADE IN  
ITALY

"Striving for excellence in the ready-to-drink market in 2015 was a great challenge and achieving perfection has been a goal we could not pass up".

**Gianni Merenda, Max Razionale and David Razionale** have reached their objective with **The Perfect Cocktail**.

The first single-serving, ready-to-drink cocktail, **MADE 100% IN ITALY** (from branding to production) and patented after 5 years of research and studies. Perfect in every sense:

- **The best ingredients**
- Perfectly maintained **quality, scents and flavors**
- An **elegant and convenient** packaging

Today, **The Perfect Cocktail** is going global to make Italian excellence available «***anytime, anywhere***»:

**Anywhere a barman isn't at hand, The Perfect Cocktail is!**

# Perfection is a science

TESTING AND RESEARCH AT THE BASIS OF OUR PRODUCTION PROCESS



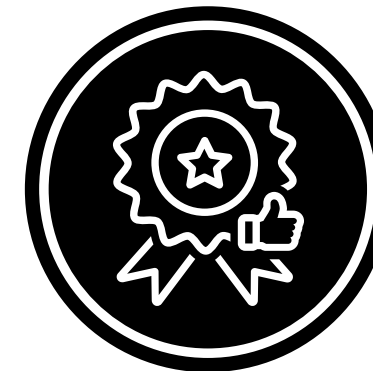
5 years of research on the perfect mixture, using only the best spirits.



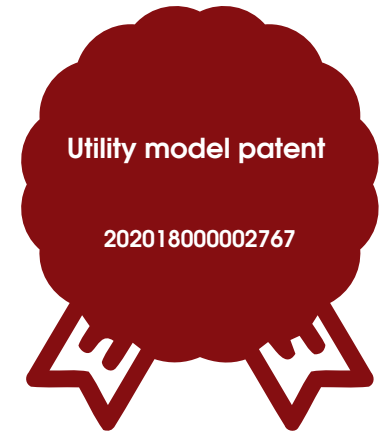
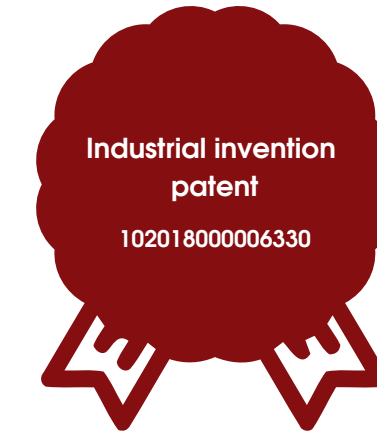
All products are selected from leading manufacturers/distillers worldwide.



The patented production process rests upon research regarding the bacterial load that ensures the total absence of any harmful and polluting components.



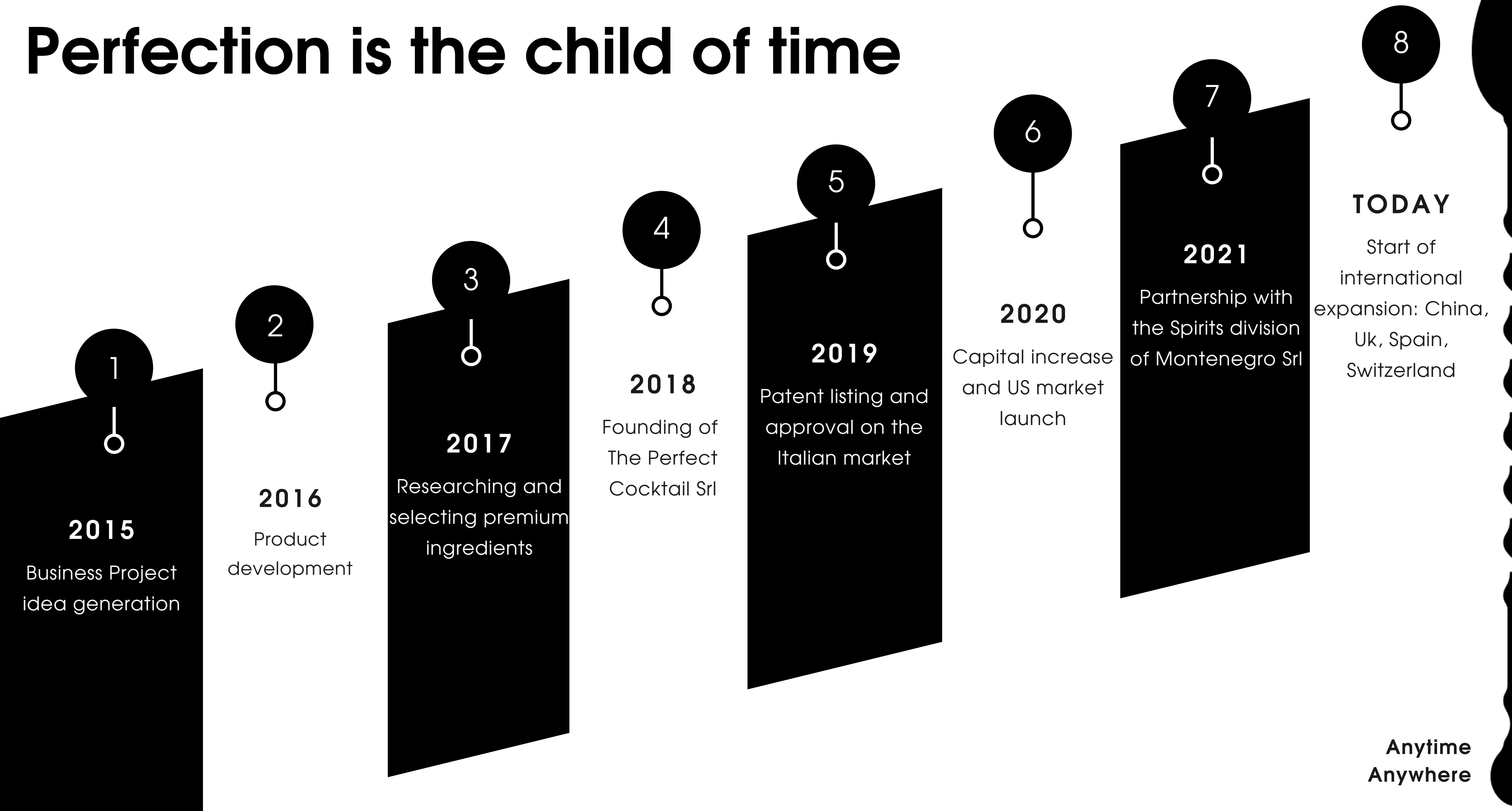
The overall quality of the product is endorsed by a team of internationally celebrated professional bartenders and mixologists.



**Anytime  
Anywhere**



# Perfection is the child of time





WHY?

# ANYTIME ANYWHERE

It doesn't take a professional barman at hand to achieve perfection, if you shake up the norm.

**The Perfect Cocktail is the only answer that guarantees quality and flavor - anytime, anywhere.**

On a plane, at the beach, on a mountain peak or on the living room sofa - the ideal place for a flawless, ready-to-drink cocktail is anywhere.

**Not just any cocktail, The Perfect one!**

Anytime  
Anywhere



# The Founders

**Massimiliano Razionale**

CEO

**Gianni Merenda**

Head of Product

**David Razionale**

Head of Logistics





# Meet the team



**Alberto Topan**

Sales Manager



**Rebecca Merenda**

Junior Brand Marketing  
Manager



**Roberta Spanu**

Trade & Logistics



**Diego Camnasio**

Finance Director



**Vladimir Vukotic**

Commercial Manager



**Elena Gorla**

Sales Italy



**Omar Bertoni**

Advisor



**Alessandro Castelli**

Mixologist

# Ready to Enjoy Goals

**The Perfect Cocktail** project is rapidly growing on the international market, with an increasing attention for the **B2B** sector.

We aim to become the leading reference point for the main horeca, hospitality, travel and retail distribution channels with the **New Cocktail Experience** that only The Perfect Cocktail can offer.

**NEW COCKTAIL  
EXPERIENCE**



## MISSION

Penetrating the **TOP International markets** and becoming the **N°1** 100% made in Italy **ready to enjoy product**.

## VISION

Creating **new shared experiences** thanks to a high-quality ready-to-drink product that is accessible to anyone, anytime or anywhere.

**Anytime  
Anywhere**






# PERFECTION EXISTS AND IT'S READY TO ENJOY

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Ready-to-drink and persistently flawless, The Perfect Cocktail products stand out in terms of **quality, practical packaging and variety.**



# Our products

Patented packaging

Gross weight 105 gr

Dimensions 9,5 x 14,5 cm

100 ml of product,  
equivalent to one cocktail

Can be stored at any  
pressure or temperature



**Spirit Single-serving**



**NoAlcohol  
Single-serving**

**ZERO  
EXPIRY\***



**Bag in Box**

Patented easy dose tap

Gross weight 3,130 kg

Dimensions 18 x10 x 22,5 cm

3 liters of product, equivalent to  
30 cocktails

The air-check valve maintains the  
product's quality and freshness.

**Much more than a pouch!**

**30 cocktails in 5 minutes? Now you can!**

Our single-serving, ready-to-enjoy drinks offer the utmost quality and practicality in any situation.  
To taste perfection, just shake the package, open and pour into a glass over ice.

Bag in Box is the first ready-to-drink cocktail in a 3-liter format that is easy to use and capable of satisfying a large demand in very little time, ensuring fast service, constant quality and a significant reduction in costs.

**Anytime  
Anywhere**



## SINGLE-SERVING COCKTAILS

Negroni  
Americano  
Mai Tai  
Margarita  
Manhattan  
Cosmopolitan  
Old Fashioned  
Daiquiri  
Vodka Sour  
Long Island  
Dry Martini

**NEW**

**PARTY BOX:**  
Espresso Martini  
Moscow Mule



## PARTY BOX

Negroni  
Americano  
Mai Tai  
Margarita  
Manhattan  
Cosmopolitan  
Old Fashioned  
Daiquiri  
Vodka Sour  
Long Island  
Dry Martini

Anytime  
Anywhere





# MORE BENEFITS FEWER COSTS

Time saved	_____	92%
Weight reduction	_____	44%
Bulk reduction	_____	35%
Waste reduction	_____	99%
Average cost reduction	_____	38%

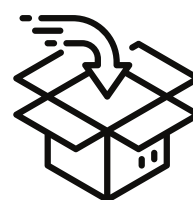
Anytime  
Anywhere





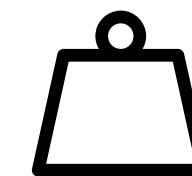
## **FAST & SIMPLE**

Even without expert staff at hand, making the perfect cocktail has never been so easy.



## **PACKAGING**

Easy to use and to store, our packaging ensures taste, quality and excellence.



## **BULK & WEIGHT**

Reduced weight and minimal bulk make it twice as practical to use, anywhere, anytime.



## **DISPOSAL**

Waste is reduced to a minimum, maintaining a constant awareness for sustainability.



# The global market

**+41% by 2024**

## The ready-to-drink market is booming!

The world of ready-to-drink cocktails is experiencing an incredible growth that is estimated to reach a further peak of **+41% by 2024**.

The volume of the global market for ready-to-drink cocktails will amount to **1,63 billion dollars** by 2027, becoming the **greatest and fastest-growing segment worldwide**.

Data projections expect **The Perfect Cocktail** to reach the international market in full growth, with a range of quality products that are available at any time and **100% MADE IN ITALY**.



# Travel

## Ready on Board

Our Ready to Drink product for the travel market fulfills the demand from a sector that values quality and excellence.

The simplicity and practicality of our product ensures a tasty experience, every time.

Designed to satisfy the most frequent requests made by Italian and international hotels, airline and railway companies.



## IN HOTEL/LOUNGE

The ultimate supply to enjoy a **perfect cocktail** even without an expert bartender at hand.

## IN FLIGHT

**Excellence and quality reach sky-high.** Easily adaptable in terms of **space and practicality**, it's perfect in any environment. A solution to stand out and amaze.

## BY TRAIN/SHIP

**Comfort** and convenience served on any voyage - from leisure to business, the constant is flavor.



# Retail

# Ready to Serve

Our main focus in the Retail sector is guaranteeing a high-quality product that is available any time and ensures an elevated consumer experience even without a bartender at hand.

Today, the perfect product exists, and it's a must in any home or bar.



## WITH FRIENDS

When **with company**, sharing a good drink should always be an option. Our single-serve cocktail is the ready-to-drink solution that can be enjoyed anywhere and adapts even in unconventional settings.

## AT HOME

Plan a family gathering or a friendly celebration with our **Bag in Box**, to satisfy even the most demanding palates and ensure a tasty experience at any happy hour, dinner, or later happening.

## IN BARS OR RESTAURANTS

When a bartender isn't at hand, the best solution for **bars and restaurants** is a high-quality, ready-made product that guarantees lower costs for the venue and a strong margin for **upselling**.



## Events

# Ready to Party

Events are typically synonymous with a fast-paced, pleasure-seeking experience - that's why our **ready-to-drink, easily-served cocktails** can help ensure their absolute success.

Whether indoors or outdoors, **it's always the right time** to turn the moment into a celebration, without forgoing an **excellent, elegant product**.



## EVENTS

**Corporate events** drive business through constant networking. A **flawless cocktail** is the perfect companion to toast to a successful deal.

## CATERING

Hosting a **buffet, private party or exclusive event** in a venue that doesn't provide a bar and expert personnel? Today, traditional catering can easily be paired with a selection of ready-to-drink cocktails that are always top-notch.

## TEAM BUILDING

Exchanging ideas, being creative and building things together brings co-workers closer, but **the perfect team building experience** would not be complete without the perfect toast - share one wherever you are, indoors or outdoors!



# Testimonials



*SIMONE CAPORALE*

**Bartender**

"The **perfect combination**,  
**Spectacular taste**,  
What else could you need?"



*PETER DORELLI*

**Bartender**

"**Super-stylish** - a tasty  
experience anywhere in the  
world!"



*SALVATORE CALABRESE*

**Bartender**

"The **perfect** cocktail!  
Delicious, tasty, flawless!"

**Anytime**  
**Anywhere**





# THE PERFECT TM COCKTAIL

**MAIL** | [salesitalia@thepperfectcocktail.com](mailto:salesitalia@thepperfectcocktail.com)

**WEBSITE** | [www.thepperfectcocktail.com](http://www.thepperfectcocktail.com)

**IG** | [@thepperfectcocktail.official](https://www.instagram.com/thepperfectcocktail.official)

**LINKEDIN** | [@the-perfect-cocktail](https://www.linkedin.com/company/@the-perfect-cocktail)