DAYPACK IS BUILT FOR EVERYDAY ADVENTURE

Inspired by the most essential item for any outdoor excursion, DayPack is a journey into the world of premium sparkling water. It's infused with hops, fruit-flavored, and remarkably refreshing. Drink it anytime, bring it anywhere, and stay hydrated wherever you roam.

STEP UP YOUR SPARKLING WATER SELECTION

19.3% INCREASE

in sparkling water sales during the 52-week period ending 3/21/21, according to research firm IRI

78% OF CONSUMERS

of sparkling water have already purchased or would buy a hop-infused version¹

49% of CONSUMERS

of sparkling water would purchase new products that catch their eye in a store²

^{1,2} Athletic Brewing Company survey of 513 US-based sparkling water drinkers

WHY DAYPACK?

DayPack Expands the Sparkling Water Set

- DayPack offers drinkers an elevated sparkling water experience by combining refreshing fruit flavors with a burst of hop oil
- Brewery Direct customers have exclusive access to DayPack before a planned retail launch in 2022

DayPack is Produced by Award-Winning Brewers

• Athletic Brewing has won over three dozen awards for its revolutionary non-alcoholic beers. Now we're disrupting the sparkling water category

We're Growing

- We produced over 40,000 barrels of beer in 2020, and we're currently building a state-of-the-art facility in Milford, CT to support years of continued growth across multiple beverage categories
- We've sold 12,500+ cases of DayPack (DTC) through the first 9 months of 2021



DAYPACK





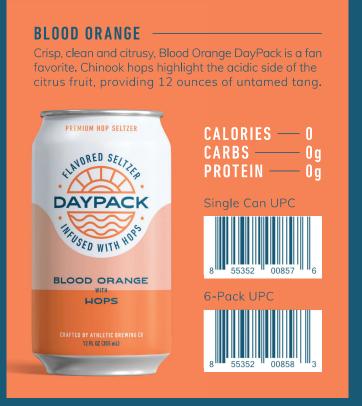






Ingredients: Carbonated Water, Natural Flavors, Hop Oil







Light, bright and zesty, Lemon Lime DayPack strikes the perfect balance between sweet and bitter. Citrus and pine combine to provide unmatched refreshment.



CALORIES — 0 CARBS — 0g PROTEIN — 0g

Single Can UPC



6-Pack UPC



MANGO

Rich, sweet and juicy, Mango DayPack is a trip for your tastebuds. Chinook hops pair perfectly with the tropical fruit's floral and piney undertones.



CALORIES — O CARBS — Og PROTEIN — Og

Single Can UPC



6-Pack UPC

