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GROOVVS.ME

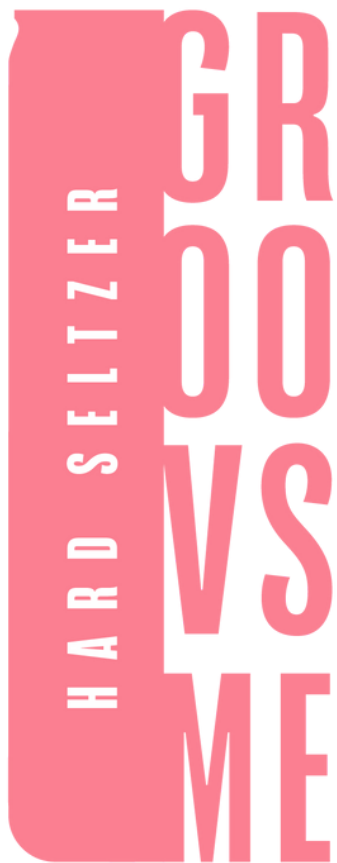
Brew & Infusion Co.



WWW.GROOVVS.ME

— *Intro*

All about Groovs.me Brew & Infusion Co.



Have you heard of Groovs.me? This innovative beverage startup, located in Curitiba in southern Brazil, has a mission to create the finest Brazilian versions of the world's trendiest drinks.

Drawing inspiration from the best American and European influences, they use 100% natural ingredients and artisanal techniques to produce top-quality beverages.

At Groovs.me, everything is designed to provide the ultimate drinking experience while also contributing to a better world.

Discover in this material what Hard Seltzer is, the prospects for this market, and the guiding principles behind this brand.

— Intro

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Groovs.me presentation

Groovs.me BRew & Infusion is an innovation-focused beverage startup located in Curitiba, southern Brazil. With a goal of creating the best Brazilian version of beverages that are popular around the world, they aim to become the leading brand in Hard Seltzer in the country and prepare to become the reference for Brazilian Seltzer in foreign markets. They don't just follow trends, they create them.

Inspired by the best influences from American and European CRAFT SELTZERS, but with a Brazilian twist and flavor, the goal is to always be launching new and unusual flavors with a focus on fruits and herbs from Brazilian biomes. Through the beverage, which is something that brings people together, they seek to cause positive impacts throughout their value chain, through unity, friendship, and happiness.



Why Groovs?

"The notion of Groovs really has to do with aesthetics and style. Groovs is an artistic, human element... A point in a song that even people who don't know how to dance want to dance to... It's the feeling, the intuitive sense of a cycle in motion that emerges and stimulates dance or foot tapping."

Whats is Hard Seltzer and Craft Seltzer

What is Hard Seltzer?

Hard seltzer is a carbonated alcoholic beverage that has gained popularity in recent years, especially in the United States. It is made with carbonated water, distilled alcohol, natural fruit flavor, and in some cases, artificial sweeteners. The alcohol content varies between 4% and 6%, which is considerably lower than most beers, wines, and spirits. Hard seltzer is a lighter and more refreshing alcoholic beverage option, with fewer calories and carbohydrates than other alcoholic beverages. It is a popular choice among those looking for a healthier and lower-calorie alternative to beer or traditional cocktails.



Why is Groovs considered a CRAFT SELTZER?

Craft seltzer is a variation of hard seltzer that is produced by small craft breweries, focusing on natural ingredients and unique flavors. Unlike hard seltzers produced on a large scale by big companies, craft seltzers are made in smaller batches and are usually sold locally. They are an option for those who prefer more exclusive and artisanal alcoholic beverages. Often, artisanal seltzers are made with organic ingredients and fresh fruit and herb flavors, which give them a more authentic and natural taste.

THE BEST CRAFT SELTZER IN THE WORLD, IT'S BRAZIL'S TURN.

By João Ricardo Peroni

CEO Groovs Brew & Infusion Co.

In recent years, the alcoholic drink known as hard seltzer has become increasingly popular, especially among those seeking lighter and lower-calorie alternatives. With the success of hard seltzer, a craft variation called craft seltzer has emerged. Unlike hard seltzers produced in mass by large companies, craft seltzers are made in smaller batches by craft breweries. These breweries focus on natural and unique ingredients that provide a unique flavor experience. Some breweries known for their production of artisanal seltzers include Omnipollo, Evilwater, and Urban Artifact.

Omnipollo, a Swedish brewery, is known for its bold and creative flavors, such as "Mango Lassi Slush" and "Peachy Passion Sour". Evilwater, from Norway, produces a variety of flavors, including "Pineapple & Coconut" and "Blood Orange & Ginger". Urban Artifact, based in Ohio, USA, is known for its fresh fruit and herb flavors, such as "Honeydew Gose" and "Blackberry Tart". In Brazil, the Groovs.me Hard Seltzer was recently launched. Have you heard of it? If you haven't, it's time to try the new sensation: the Groovs.me Hard Pink Lemonade Blueberry Flavor. With 100% natural lemon and blueberry juice, this carbonated alcoholic lemonade is refreshing and irresistible.

Inspired by the best American and European

Hard Seltzers and Craft Seltzers, the company from Curitiba brings a Brazilian and tropical touch to the best experiences in the world.

But Groovs.me doesn't stop there! With artisanal technique and hand-picked ingredients, the beverage innovation startup has created four styles of drinks, each with surprising and unique flavors. From the Hard Yellow Lemonade, with a combination of yellow fruits, to the Fizz, with complex and unusual blends, Groovs.me promises to launch a variety of flavors to please and surprise all tastes. Everything is designed to provide the best experience with every sip, with amazing flavors and selected ingredients.

If you're looking for high-quality beverages and unique flavors, try Groovs.me's craft seltzers or Brazilian seltzers and discover the unique flavors that this Brazilian seltzer can offer.

In summary, hard seltzer and craft seltzer are drinks that are gaining more and more space in the alcoholic beverage market. With unique and natural flavors, artisanal seltzers are an option for those looking for more exclusive and artisanal alcoholic beverages. With craft breweries around the world producing this drink, and now with this option here in Brazil, there are many options to try and discover new flavors.

SDG



WHAT ARE UN SDG?

The Sustainable Development Goals (SDGs) are a global agenda adopted during the United Nations Summit on Sustainable Development in September 2015, consisting of 17 goals and 169 targets to be achieved by 2030. This agenda includes worldwide actions in the areas of poverty eradication, food security, agriculture, health, education, gender equality, reduction of inequalities, energy, water and sanitation, sustainable patterns of production and consumption, climate change, sustainable cities, protection and sustainable use of oceans and terrestrial ecosystems, inclusive economic growth, infrastructure, industrialization, among others.

THE SUSTAINABLE DEVELOPMENT GOALS IN BRAZIL

The Sustainable Development Goals are a global call to action to end poverty, protect the environment and climate, and ensure that people everywhere can enjoy peace and prosperity. These are the goals that the United Nations is contributing to so that we can achieve the 2030 Agenda in Brazil.

In its ideal existence, Groovs aims to be an organization with purpose, and one of the ways to contribute to a better world and pursue the realization of its ideals is to converge on the actions proposed by the United Nations' Sustainable Development Goals.

PRIORITY GOALS

There are 17 SDGs and 169 targets in total. Although all of them are important and interrelated, for Groovs.me, the SDGs that align with our activities, objectives, and strategies are the following:



Priority Goal: #2 - Zero Hunger and Sustainable Agriculture:

Goal: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.

Groovs.me commitment: To purchase from and develop local suppliers and cooperatives linked to family agriculture.



Priority Goal: #5 - Gender Equality

Goal: Achieve gender equality and empower all women and girls. Groovs.me commitment: Form a diverse team with female employees and managers, as well as black, LGBTQIA+ individuals.



Priority Goal: #8 - Decent work and economic growth

Goal: To promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

Groovs.me Commitment: Maintain healthy labor relations, promoting the well-being of people, adequate remuneration, and free participation in unions and civil society movements.



Priority Goal: #9 - Industry, Innovation and Infrastructure

Goal: to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

Groovs.me commitment: to be a technologically innovative organization, not only in terms of "electronic" technologies but also in biochemistry and processes. As well as using clean energy and proper waste disposal.



Priority Goal: #12 - Responsible consumption and production

Goal: Ensure sustainable production and consumption standards.

Groovs.me commitment: Offer healthy, natural products with low calorie and carbohydrate profiles, no added sugar, vegan, etc. Develop a circular system of recycling and returnable packaging in conjunction with waste picker cooperatives.

— *Manufacturing*

Fruits from family farming

The priority is support local farmers



Family agriculture is an important activity that contributes to food security, nutrition, and the health of the population. In addition, this practice brings other significant benefits to rural communities and the environment. Groovs prioritizes the acquisition of fruits from these properties for the production of their juices, which are their main raw material, for the following reasons:

The small farmers help ensure the food and nutritional security of the population. Maintain diversified and healthy food

production, preserving biodiversity and natural resources. Generating jobs and income in rural areas, promoting socio-economic development of their communities. Generating positive impact, strengthening the local and regional economy, contributing to reduce poverty and social inequality, valuing culture and traditional knowledge. Improving the quality of life of their families and consequently contributing to the sustainability of the planet.

— *Sustainability*

Choice for Aluminum Cans

100% and Infinitely
Recyclable.



Aluminum cans are the most recycled packaging in the world and the most sustainable in the beverage chain. In Brazil, almost 100% of the produced cans are recycled, which means that the can you're holding today, when properly disposed of, will be back as a new can in up to 60 days. Additionally, the recycling cycle of this material reduces greenhouse gas emissions by 95% and consumes only 5% of the energy compared to the primary aluminum production process.

With the can, we help reduce waste accumulation, make the planet cleaner, and your conscience more at ease!

Recycling is important for both the environment and people, as it involves a continuous action of collecting and processing waste. It also promotes profitable activity, generating new jobs. In this sense, Groovs has established two commitments: to structure a circular economy chain, raising awareness among its B2C customers to dispose of cans correctly, and to organize agreements between its B2B customers (bars and restaurants) and waste pickers' cooperatives, thus generating income and positive impact for these communities. Groovs also has a refillable bottle system in major cities.

Why Groovs.me?



Natural

Groovs are made with the best nature has to offer: natural juices and extracts from fresh fruits! That's right, made with 35% fruit in each can! No added sugar, artificial colors or flavors. The company believes that the best flavor comes from nature, so it doesn't need anything more than that.

Low Calories

To enjoy without guilt, because each can of Yellow has only 78 Kcal and Pink has only 114 Kcal! That's right, you can enjoy it without worrying about excessive calories. So, if you want a drink that is tasty, refreshing and also light, choose Groovs.me!





Low Carb

Looking for a drink that won't weigh on your conscience (or your scales)? Then stick with them, because Groovs.me is here for that! Each 355 ml can has only 13g of carbohydrates! That's right, you can enjoy it without worrying about overindulging.

Refreshing

Groovs.me is the drink that will ensure your season is unforgettable! With every sip, you will feel the taste, aroma, and refreshment that only it can offer. Ideal for enjoying by the pool, at the beach, at a party, on a trip, or anywhere you are. No matter the occasion, Groovs.me is always the right choice! So, relax, grab a cold glass, and let this amazing drink do the rest for you!



Vegan

You can rest assured, my friend! Groovs does things the right way! The drinks are produced without any kind of exploitation or cruelty against animals. That's right, zero animals suffer throughout the production chain. So, if you want to enjoy a quality drink without worrying about the welfare of animals, join us! "Groovs is our sound and our flavor, and we make a point of doing everything with great responsibility and awareness.

— *Beverages*



Hard Pink Lemonade Blueberry

Try the explosion of flavor of Groovs.me Hard Pink Lemonade Blueberry Flavor! Our Hard Seltzer is made with 100% natural lemon and blueberry juice, providing a unique experience of aroma, flavor, and freshness of fresh fruits. Inspired by the best American and European Craft Seltzers, our Groovs receive a Brazilian and tropical touch that makes them even more special. If you are looking for a light and tasty drink to enjoy on any occasion, try Groovs.me Hard Pink Lemonade Blueberry Flavor now and be amazed!

HARD PINK LEMONADE BLUEBERRY



13 G
CARBOHYDRATES



100% NATURAL



114 Kcal

4,5%
ABV

ALCOHOLIC
BEVERAGE



VEGAN

— *Beverages*



Hard Yellow Lemonade Mango and Passion Fruit

The perfect drink for those seeking refreshment and flavor in a single beverage. Hard Yellow Lemonade with Mango and Passion Fruit flavor is a refreshing alcoholic beverage that combines the sweetness of mango and passion fruit with the citrusy and refreshing touch of lemonade. With a balanced and natural taste, this drink is perfect for those seeking a light and tasty option, with a prominent citrusy touch. The added lemon juice provides a slightly acidic and refreshing taste that harmonizes perfectly with the sweetness of mango and passion fruit. Craft Seltzer is made with sparkling water, distilled alcohol, and natural fruit juice. It is low in calories and carbohydrates and contains no added sugars, preservatives, or artificial colors, making it a great choice for those seeking a healthier lifestyle.

HARD YELLOW LEMONADE MANGO AND PASSION FRUIT



5,7 G
CARBOHYDRATES



100% NATURAL



78 Kcal

4,5%
ABV

ALCOHOLIC
BEVERAGE



VEGAN



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HARD SELTZER



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