

Executive Summary

[Twisted Drinks](#) is an **entirely new, innovative and patented package design** that allows a cocktail *made with natural ingredients* to be packaged in a shelf-stable container. No other manufacturer can do this.

Today's ready-to-drink cocktails contain artificial ingredients, high-fructose corn syrup and stabilizers to achieve shelf-stability. The reason for this is simple - *natural* ingredients, when mixed with alcohol, start chemical reactions that have an adverse effect on taste and shelf life.

The [Twisted Drinks](#) solution provides several compartments within a single container, each containing a perfectly measured cocktail ingredient. All in a fun roll-twist-pour container with a flat form factor that opens new marketing and branding possibilities.

The spirits industry is competitive, and manufacturers are looking for new packaging designs, as well as creating new brands, to gain an advantage over their competition. Not only does Twisted Drinks provide an entirely new form factor with significantly more package real-estate to apply visual punch, we also solve the 'ingredient limitation' problem that enables our packaged cocktails to taste like they were made fresh by a bartender... all with patent protection.

360 million cases of ready-to-drink cocktails are sold globally each year. Many of the 100 million casual cocktail consumers in the U.S. thirst for an *exceptional* ready-to-drink cocktail, made with only the finest spirits, juices, creams and other natural ingredients. Twisted Drinks will satisfy this thirst.

Case Studies

- Emily is having some girlfriends over for a backyard soirée, and wants to offer hors d'oeuvres, wine and cocktails. She would like to spend most of her time mingling, rather than behind the bar. She pulls out the 40 oz. party size Twisted Drinks and blends up a batch of Pina Coladas and a batch of Banana Daiquiris. The total time she needs to make 16 all natural blended drinks is under 2 minutes. She also wants to offer PainKillers, and those are even easier to make, as it's just pouring the perfectly measured ingredients into a pitcher of ice - no blender needed. Perfect top shelf cocktails every time.
- Jennifer is planning her wedding, and wants to have an open bar at the reception. Every reception *she's* been to in the past has had a long line to get a cocktail, and she wants to avoid that at *her* reception. In addition to a bartender, she will have a selection of Twisted Drinks, so guests can help themselves to their favorite cocktail... just roll, twist and pour it over a glass of ice. Done.

Our Packaging

Patents

The following is a list of our issued patents:

Patents: <https://patents.google.com/?inventor=Hirshol+H.+Pheir>

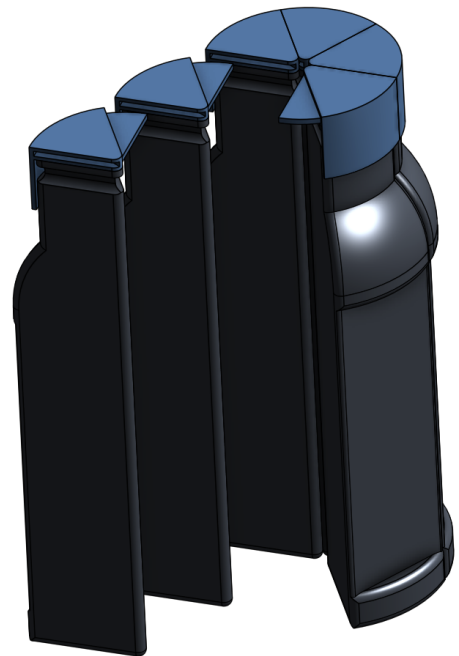
Several countries have also granted the patents, including the EU, Japan, South Korea, and Russia.

Global Protection PCT ruling (favorable on all claims):

<https://drive.google.com/open?id=1n0ZGZ4mIldYwe8bBj0YiKNYgLBjKTjMG>

How It Works

- Each container is filled with an individual ingredient.
 - Containers can be CLEAR plastic (like soda bottles)
- Containers of different ingredients come together to form completed cocktails in a roll-twist-pour design.
- The label provides the structure for the package to both lay flat, roll up and sit in a bottle position.
- The bottle is shaped so that when flat, the label is flat, yet also rounded so it easily rolls up on a flat surface.
- The cap snaps together so that it opens as a single piece.
- Bottles filled with perishable ingredients, e.g. fresh fruit, cream are sealed then cold-pasteurized via High Pressure Pasteurization (HPP), which retains their fresh flavors for several months to a year.
- Pairs of packages interlock, maximizing shipping volume.
- Plastic bottles are lighter weight than glass, lessening shipping costs.



Marketing

- **Clean cocktails**
- Perfectly measured cocktails
- It's like having your own bartender on hand wherever you go.
- Fun and novel design makes them ideal for backyard and tailgate parties, boat trips, events and more.
- Separating ingredients means:
 - Quality taste / freshness
 - No need for fillers or preservatives (clean)
 - 1 year shelf life
- The new packaging format provides more visual real estate.
- Separate containers means that ingredients that have not been able to be used before can now be used to make shelf stable cocktails.

Manufacturing Detail

- Our packaging can be created with custom molds and existing technologies.
 - No new technologies necessary to manufacture this product.
- Low manufacturing cost of bottles, utilizing blow mold PET plastic machinery. (same plastic as cola bottles)
 - Bottles can be different sizes allowing for variant amounts of cocktail ingredients.
- Low manufacturing cost of caps utilizing injection mold machinery. (same plastic as cola caps)
- Bottles are filled and sealed using traditional filling and sealing equipment.
- Bottles containing ingredients to be pasteurized are sent for High Pressure Pasteurization (HPP).
 - HPP is cold-pasteurization enabling fruit juice and puree to retain their fresh flavor and texture.
- Final assembly combines bottles for a cocktail recipe, affixes label and hard cap.
- Boxed and shipped to customers.

Shipping & Distribution

- Light materials and flat design means no wasted space in boxes.
- Lighter and smaller boxes translate to lower shipping costs.

The Team

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Hirshol Pheir (founder) - Prior to inventing Twisted Drinks, Hirshol founded Zuma Innovations, Inc., an Aerospace Technology firm focused on building software products specializing in large-scale high-voltage circuit testing of aerospace vehicles. Hirshol's software has been implemented in dozens of sites around the world and performs an integral part in testing the B-2 bomber, FA-18 E/F, C-17 and numerous other aerospace vehicles. Hirshol also co-founded Benedor - a company focused on secure online transactions - where he received the first of his patents. Hirshol is currently working on automating analog chip design where he is a founding member at <http://celeratechnologies.com>.