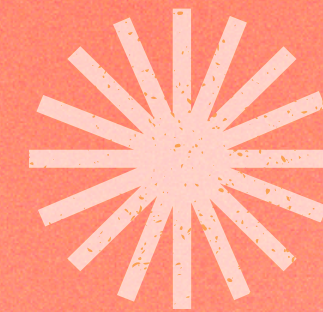




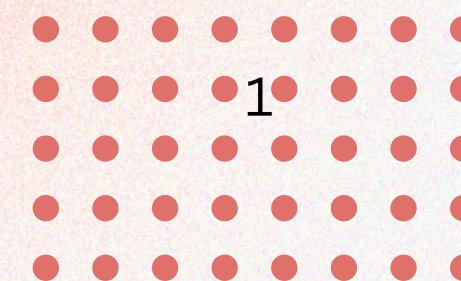
Viviant™



A NON-ALCHOLIC BEVERAGE

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...because everyone deserves
to live life to the fullest with a
good drink in hand.



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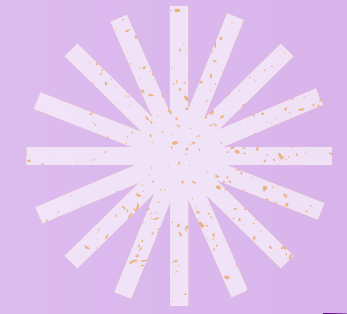
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Introduction



Who We Are (what we're not)



Vivant = “alive”/“live”/“living”

What?

Vivant is a B-Corp in the business of providing unforgettable memories with its premium non-alcoholic drinks that can be enjoyed inside the bar, or outside.

Why?

Vivant provides more unique drink options for those who don't want that buzz, but still want to partake in the socialization aspects that surround alcoholic drinks.

Who?

We help:

- Our customers
- Our workers
- Our environment
- Our community



Why is Vivant Beverages Necessary?

The United States

- 141,000 Americans die from the effects of Alcohol every year.
- 40% of Young Americans desire non or low-alcohol content bars
- In 2023 less than 1 in 10 received treatment for AUD.
- A 2023 Gallup survey showed 38% of US adults abstain from drinking.
- Also showed that younger adults today are less likely to drink than in the past.

Texas

- 17.6% of Texans binge drink once per month.
- Ranked 8th most sober curious state.
- Alcohol free bar called "Sans Bar" located in Austin.
- Dear Dry Drinkery is Austin's first non-alcoholic bottle shop.
- NIAAA data shows lower alcohol consumption in the south.

Mission Statement



“Vivant Beverages is dedicated to crafting premium, non-alcoholic drinks that bring people together, celebrating life’s moments without compromise. We create flavorful, health-conscious alternatives that inspire joy, inclusivity, and well-being—allowing everyone to sip, savor, and shine. At Beyond Beverages, we give back by donating a portion of proceeds to rehabilitation centers and community initiatives that support recovery and wellness. Through sustainable practices and meaningful contributions, we strive to uplift individuals and positively impact every community we serve.”



Tentative Product Offerings

Features:

- Minimalistic packaging
- 100% recycled aluminum
- 100 Calories
- Ethically sourced ingredients

Mocktail Flavor Lineup:

- Cosmopolitan
- Mojito
- Blackberry Splash (original)
- Aperol Spritz

Distribution

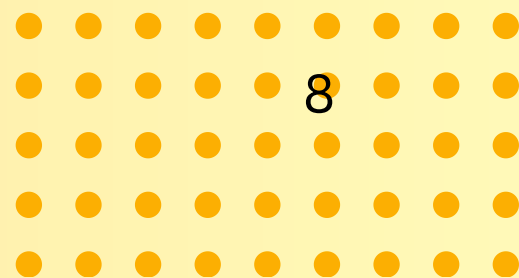
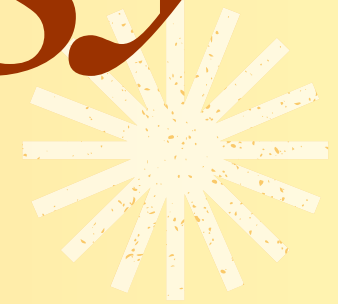
- Bars
- Grocers





Relationship Needs

Analysis & Strategy



Customers

Who

- Health-conscious Texans aged 21-45 who seek premium non-alcoholic alternatives.
- Individuals who are "sober curious," abstaining from alcohol for health, religious, or personal reasons.
- Social drinkers who want a sophisticated, alcohol-free option at bars, parties, and events.

What They Need

Love/Belonging

- A sense of inclusion at social venues
- Discretion
- High-quality, alcohol-free beverages with a premium experience.

Health & Safety

- Alcohol-free options that align with a wellness-focused lifestyle.
- Ingredients/sourcing transparency
- Substance abuse support and community advocacy.

How They'll be Served

- A diverse range of flavors, including classic and unique options.
- Minimalist packaging = discretion in social settings.
- Distribution to bars to encourage inclusivity and unique product presentation.
- Donations to substance abuse and environmental nonprofits with every purchase.

Workers

Who

- Company size: 15-20 employees
- Office Location: Austin, Texas
- Working with individuals over the age of 18 that want to be a part of the non-alcoholic beverages industry and are inspired to giving back to those that use to have a past in alcohol addiction and substance abuse.

What They Need

Safety and Security

- According to Commonwealth Fund states that Approximately 49% of employees at small firms (fewer than 50 employees) worked at establishments offering health insurance in 2023
- Above Minimum Wage Salary: \$18-\$20 (more for those working in corporate)

How They'll be Served

- High competitive wage
- Flexible work atmosphere with guaranteed holiday
- Blue Cross Blue Shield health insurance for each employee
- Free professional group counseling once per week
- Company-wide hiring initiatives for those needing a job after substance/alcohol related job loss

Community

Who

- Individuals in recovery from alcohol and substance abuse in which over half of them are 26 to 44 years of age and Non-Hispanic, White individuals (Greenhouse Treatment Center, 2025).
- Over 10% of Texans have an alcohol use disorder (Any Length, 2024).
- 36.1% of middle school and high school students in TX have used alcohol (Any Length, 2024).

What They Need

Esteem

- A community that will help individuals build their strength to fight against alcohol and substance abuse
- Recognizing and respecting the conscious choice of consuming non-alcoholic beverages without social pressures

How They'll be Served

- Vivant will donate 4% of revenue to Texan Nonprofits for Alcohol & Substance Abuse
- Monthly Community events will be executed starting with *Mindful Mixology Classes*

Environment

Who

- Recycled aluminum manufactures
- according to the Can Manufacturers Institute, can reduce greenhouse gas emissions by 80% when compared to the usage of new aluminum
- EarthShare Texas

What They Need

Self-Actualization (Purpose & Fulfillment)

- Drives a mission beyond profit, creating positive environmental and social change.
- Makes a sustainable business models and encourages others to follow.
- Helps consumers align with their personal values, with a purpose-driven consumption.

How They'll be Served

- Sustainable business practices
- Donations of 2% towards environmental non-profits.
- 100% Reusable/recyclable packaging reducing greenhouse gas emissions.

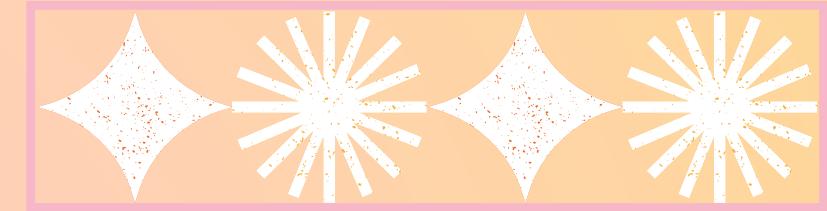


Situation Analysis



Situational Analysis

Vivant in the Non-Alcoholic drink industry



Strengths

- B-Corp accreditation boosts brand reputation
- Minimal package design allows consumers to blend in
- Positive impact on the community
- Unique/original drink flavors
- Low sugar/calorie

Weaknesses

- New unfamiliar brand
- Higher prices

Opportunities

- Texas ranks high on sober-curious list
- Health conscious movement affecting alcohol consumption
- Not many zero-proof drinks distributed in bars

Threats

- Saturated market
- Brand loyalty
- Smaller target audience

Collaborators

Rehab Partners



Environmental Partners



Business Partners



Competitors



- Coca-Cola (Topo Chico, AHA, Fresca).
- Threats: Massive resources and reach; could easily dominate the mocktail space if they enter.



- Sparkling water brand known for its bold flavor innovation.
- Threats: Widely distributed and known for creative flavors—already close to mocktail territory.



- Specializes in non-alcoholic spirits.
- Threats: Direct flavor competitor to Vivant's Aperol Spritz; well-established in the NA market.



- Gut-healthy soda alternative.
- Threats: Strong health-focused branding and nostalgic flavors appeal to young consumers.
- Alert: recently became a B Corporation.

Technology

AI & Automation

Opportunities

- Optimize supply chain logistics.
- Personalization
- AI product innovation

Threats

- AI-generated flavors may not meet expectations
- Consumer skepticism toward AI
- Consumer data privacy concerns.
- larger companies = more advanced AI

Social Media

Opportunities

- Drive brand awareness and credibility
- social commerce = easier buyer conversion

Threats

- Algorithm is not predictable
- Negative trends and reviews

Website

Opportunities

- Direct = more profits
- More variety
- Encourage repeat purchases
- Personal recommendations

Threats

- Can cost lots of money to maintain
- Cybersquatting

Mobile Apps

Opportunities

- Increases direct consumer to business interactions
- Provides valuable data

Threats

- Development requires continuous investment
- App fatigue
- Security risks

Economy

Increasing Trend in the Non-Alcoholic Beverage Market

Non-Alcoholic Beverages had a

20.6%

growth in total dollar sales between 2021 and 2022



Non-alcoholic spirits took up 1.3% of the non-alcoholic market which has increased by

88.4%

Mocktails Market Size Predictions

Mocktails industry is valued at

\$71.6 billion



Expected to increase in value to

\$126.2 billion

in 2031



CAGR is estimated at

8.05%

for the 2024-2031 forecast period

Society

Ethical Trends

Trend

- Health and Wellness:
 - Health-conscious lifestyles are rising, and consumers are becoming more mindful about food and drinks.
 - Seeking out non-alcoholic drinks.

Opportunities

- Vivant's ethically sourced, healthier option could be a strong selling point. Consumers worried about ingredients will likely gravitate toward transparent, sustainable brands.

Political Trends

Trend

- Government Action on Alcohol and Public Health:
 - Growing political attention on alcohol related addiction.
 - Could result in stronger regulations.

Opportunities

- Aligning Vivant with public health initiatives and advocate for responsible drinking.
- As a healthy alternative, the company can gain goodwill from health organizations and policymakers.

Cultural Trends

Trend

- Sober Curious and Mindful Drinking Movement:
 - Growing movements that emphasize conscious choices.
 - Younger generations opting for alcohol free options for health and personal clarity.

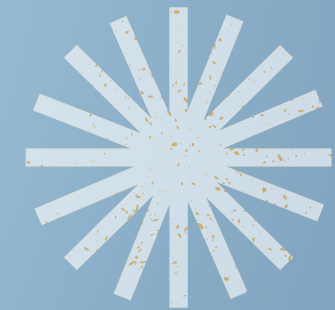
Opportunities

- Vivant greatly positioned for sober-curious market as a fun/stylish health-conscious alternative.
- Collabs with wellness influencers and sober-curious events appeal to this demographic.





Market Analysis



Positioning



“For young adults seeking an alternative drinking experience, Vivant makes premium non-alcoholic beverages that provides both classic and unique mocktail flavors so that you can continue living life to the fullest.”



Market Segmentation



Health-Conscious Hazel

- Health-conscious individuals, fitness enthusiasts, sober-curious consumers.
- Frequency of purchase for functional or wellness beverages.
- Prioritize wellness, fitness, and balancing living.



Faithful Faye

- Religious groups or individuals who abstain from alcohol for spiritual reasons.
- Consistent avoidance of alcohol, loyalty to brands that respect their beliefs.
- Hold strong moral or spiritual convictions, seek alignment with ethical or faith-based values.



Redemption Raul

- Individuals in recovery, support communities, or advocates for sober living.
- Avoidance behavior toward alcohol, brand trust in offering safe and inclusive alternatives.
- Value sobriety, personal growth, and mental health; seek community and support from like-minded individuals.

Market Targets

Recovering Consumers

- **Digital Natives:** Highly active on Instagram, TikTok, YouTube; trend-influenced
- **Values-Driven:** Prioritize wellness, sustainability, and social impact
- **Product Fit:** Premium, ethically sourced mocktails in recycled aluminum cans
- **Social Mission:** Supports recovery via donations and job opportunities for those overcoming addiction
- **Preferred Channels:** Subscriptions, influencer marketing, direct-to-consumer

Religious Consumers

- **Belief-Aligned:** Choose clean-label, purpose-driven, ethical products
- **Faith-Friendly Function:** Sugar-free, non-alcoholic for religious/social settings
- **Lifestyle Fit:** Busy schedules favor online ordering, subscriptions, Whole Foods/local co-ops
- **Community-Oriented:** Influenced by word-of-mouth in faith/wellness groups

Sober-Conscious Consumers

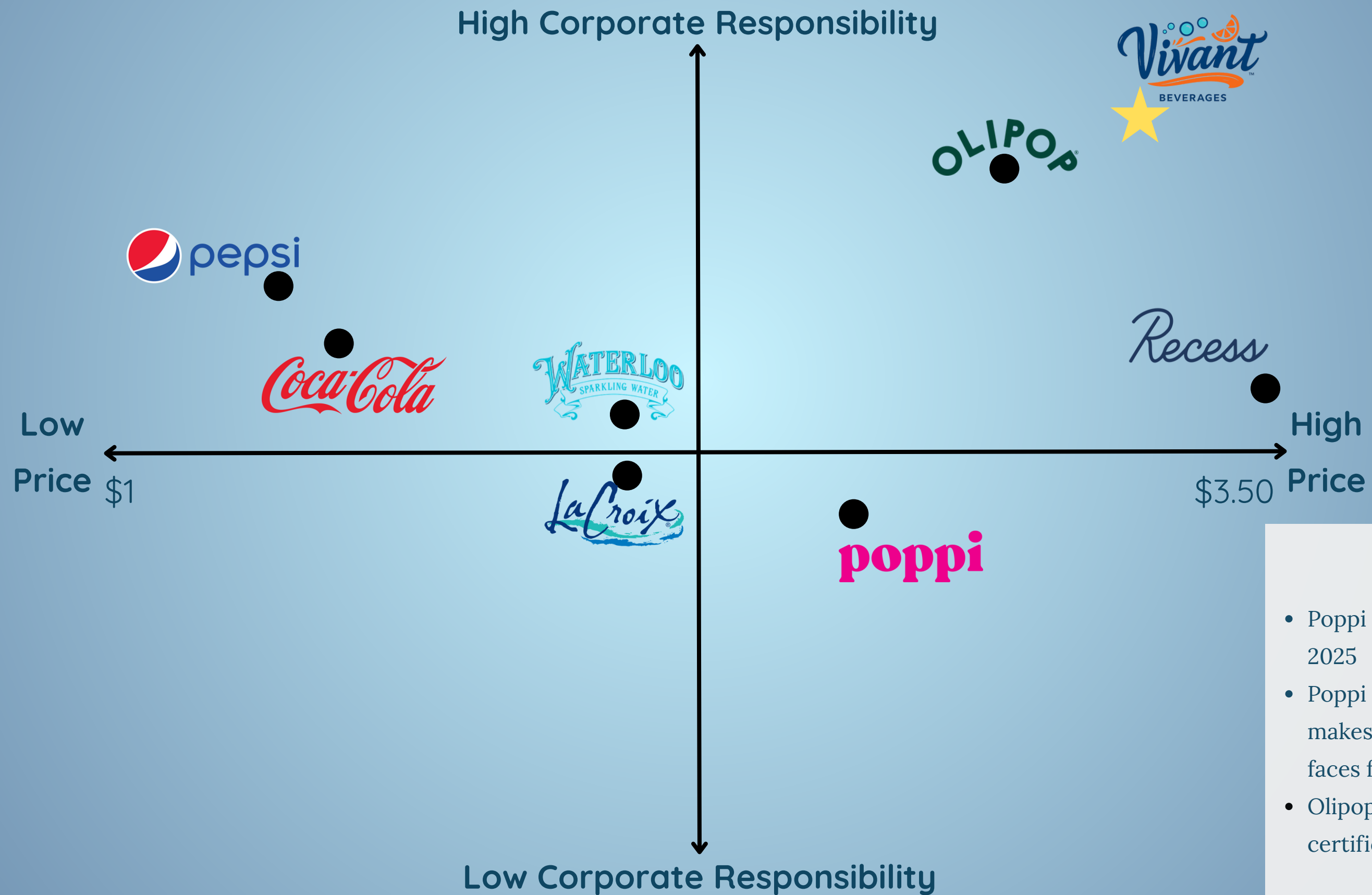
- **Wellness-Minded:** Reducing alcohol for health/lifestyle
- **Premium Taste:** Seeks sophisticated non-alcoholic alternatives
- **Socially Connected:** Wants inclusive social experiences without alcohol
- **Shared Values:** Supports Vivant's mission of sustainability and recovery

Market Sales Potential

Market Segment	Customer (U.S.)	Quantity (Monthly)	Price	Total Sales Potential
Health-Conscious Hazel	210,800,000	2	\$3.00	\$1,264,800,000
Faithful Faye	91,800,000	1	\$3.00	\$275,400,000
Redemption Raul	10,200,000	4	\$3.00	\$122,400,000
Grand Total	-	-	-	\$1,662,600,000

Calculated using the Chain Ratio Method

Perceptual Map - Non Alcoholic Drinks



Notes:

- Poppi acquired by Pepsi in March 2025
- Poppi practices sustainability and makes contributions to causes, but faces false advertising law suit
- Olipop recently attained B Corp certification; score = 91 25

Differentiation



Our Personnel

- Vivant believes in hiring those who have struggled to obtain/keep a job due to past/current substance abuse.

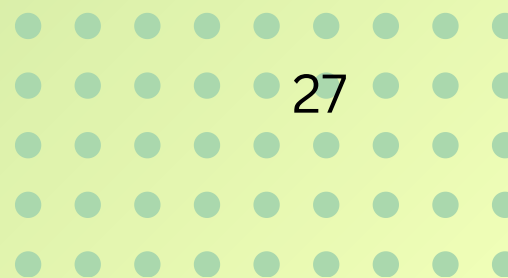
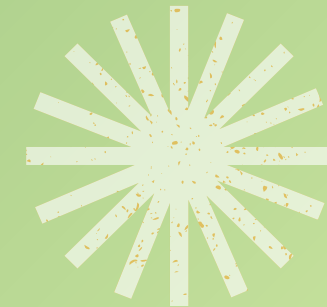
Brand Personality

- Vivant demonstrates sincere brand personality through:
 - Simple, transparent promotions
 - Teaching consumers about our process and ingredients
 - Mission statement can be found on the can



Expanded Marketing

Mix



Product and Brand Offering

100% Zero-Proof

- Non alcoholic cocktails of classic and original flavors.
- Healthy (er) with 100 calories + 2 grams of added sugar.
- Distributed within bars to promote inclusivity.

B Corp Certified Company

- Created with the mindset of helping others
 - Promote the rehabilitation and success of victims of substance abuse
 - 100% recycled cans promote environmental awareness

Not Just Cans

- Local alcohol-free mixology classes
- Monthly community events



Price

Competitors:

- Olipop, Recess, and Poppi

Target price:

- ~\$3 per can (slightly above Olipop)

Premium justified by:

- Community impact & fair labor practices
- Sustainable, local production
- Use of advanced aluminum recycling technology from Japan
 - Cost is anticipated to reduce as tech is integrated internationally

Overall, while Vivant Beverages' pricing can be considered high in relation to competitors, its price reflects Vivant's innovation and mission driven values that position it as a socially responsible choice in the market



Promotion



Traditional Advertising

- Use print ads in health and lifestyle magazines, in-store displays at partner grocers, and bar coasters/table tents with QR codes linking to our story.

Social Media Marketing

- Prioritize Instagram, TikTok, and Pinterest for lifestyle content; partner with micro-influencers in the sober-curious, wellness, and hospitality spaces.

At Vivant Beverages, we focus on lifestyle, wellness, and sustainability. As a certified B-Corp, our beverages are packaged in 100% recycled aluminum, reflecting our commitment to the planet. Beyond sustainability, we're dedicated to social impact—donating a portion of proceeds to rehabilitation centers and providing job opportunities to individuals recovering from addiction.



Place (Delivery)

Primary Points of Distribution:

- Local bars (Zelicks, The Taproom, Deep Eddy)
- Regional chains (HEB, Central Market, Loves)
- Health markets (Whole Foods)
- Independent grocers

Why?

Vivant Beverages' bar placement aims to normalize non-alcoholic options in nightlife settings. In contrast, placement in grocers allows for more non-alcoholic options in personal settings such as celebrations and gatherings.

How?

Vivant Beverages will partner with other eco-friendly logistics companies to ensure deliveries are made on time and with the planet in mind.

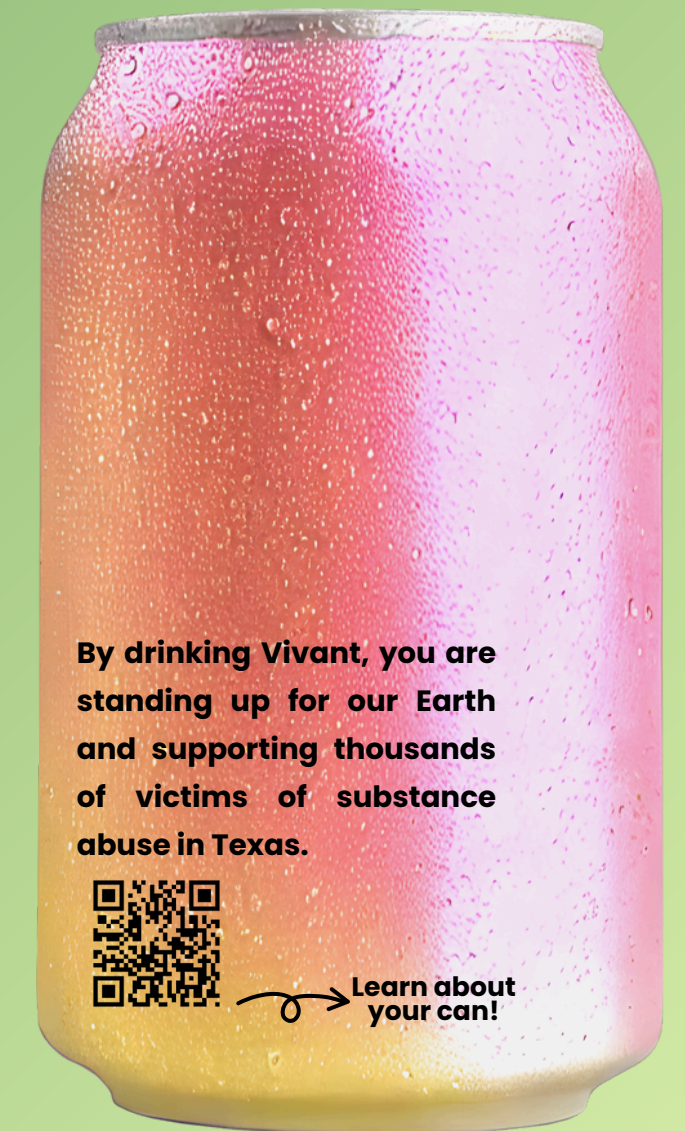


Physical Evidence

Vivant Beverages operates as a B2B, selling directly to bars and grocers, therefore, points of contact with the end consumer is limited to the product and promotions.

Points of Contact:

- Packaging
 - Portrays Vivant as friendly, bubbly, and innocent.
- QR code
 - Consumers can learn about Vivant and track the recycling process of Vivant cans.
- Message
 - Directly ties the consumer to Vivant's mission.
- Neon Bar Signs
- Promotional Coasters
 - Spread word in bars; “turn in for half off”



Participants and Employees

Recruiting

- Relationships with Rehab facilities and non-profits.
- Channels:
 - Company website
 - Job websites
- JUST APPLY!!!

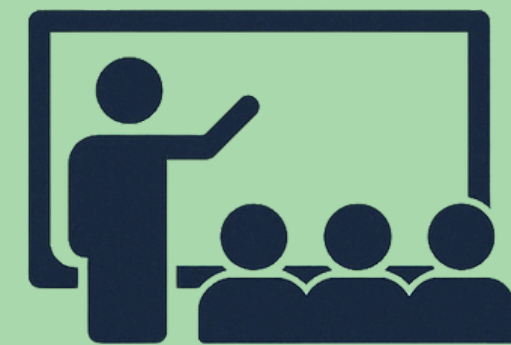
Training

- Instructor-led training (ILT)
 - 1x per month (3 days)
- 1 Coursera course free

Retaining

- Fair salaries; starting = \$20 per hour (warehouse)
- Four day work week
- Free group counseling
- Pet + Child daycare

VivantTM
NOW HIRING



Process

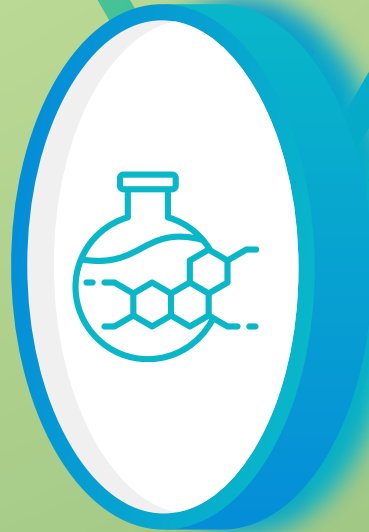
01 Ingredient Selection

We use natural, non-alcoholic ingredients that are ethically sourced for quality, safety, and sustainability.



02 Formulation & Testing

Our drinks are developed with wellness experts and tested for taste, nutrition, and shelf life with input from sober and health-focused communities..



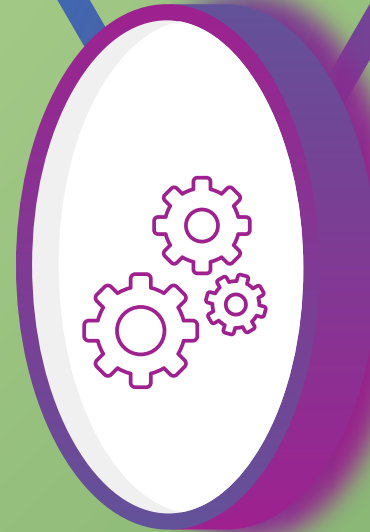
03 Sustainable Packaging

We use 100% recycled aluminum cans from UAJC and Toyo Seikan, with fully recyclable packaging and minimal production waste.



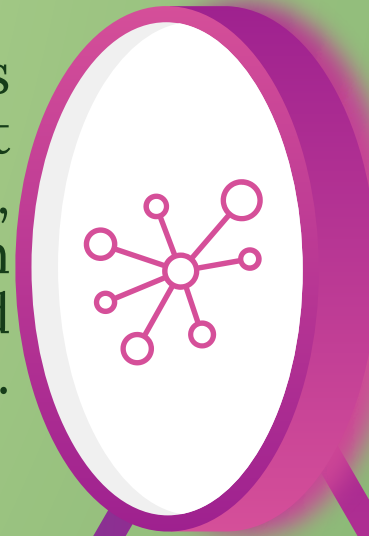
04 Manufacturing

Our production is energy-efficient and eco-friendly, using clean technology and minimizing waste.



05 Distribution

We deliver to retail, bars, and sober spaces using eco-friendly logistics. QR codes on cans let customers track their impact.



06 Giving Back

We donate 2% of profits to support recovery and environmental conservation through trusted partners.



07 Customer Enjoyment & Feedback

Our drinks offer a guilt-free, values-driven choice anywhere. We use customer feedback to improve and stay community-focused.



Conclusion

Vivant Beverages is in the business of providing feelings of safety and belonging to workers and customers. No matter the reason a person may not drink, Vivant Beverages offers premium alcohol free drinks that can be enjoyed in any setting, including the bar.

When you enjoy a Vivant, we hope you think about our workers and customers who could not have come this far without your support, because we are more than a business.



Vivant
BEVERAGES

ZERO PROOF
COSMOPOLITAN

12 FL OZ
(385 ml.)

Vivant
BEVERAGES

ZERO PROOF
MOJITO

12 FL OZ
(385 ml.)

Thank you

Team Contributions

Karla Amaro

- Our Community
- Economic Analysis
- Market Sales Potential
- Identifying Customer Personas
- Product Offering and Brand
- Editing

Kate Cruz

- Relationship Needs Analysis - Consumers
- Technology
- Prospecting/Market Targeting
- Canva layout/design
- Price

Tin Le

- Environment
- Collaborators
- Marketing Segmentation
- Process

Emily Sprague

- Outline
- Why Vivant is Necessary
- Vivant Beverages - An Overview
- Positioning
- Differentiation
- Perceptual Map
- Participants
- Physical Evidence
- Layout/Design Editing

Aaron Pando

- Mission Statement
- Prospecting/Market Targeting
- Our Workers
- Society
- Place (Delivery)

Emilee West

- Expanded Marketing Mix-Promotion
- Competitors
- Community
- Environment
- Our Community - What They Need
- Process
- Thank you slide