

A vibrant night scene at a party. The background is filled with people dancing and spraying confetti. The lighting is warm and orange, creating a festive atmosphere. The text 'SPRYYY' is prominently displayed in the center, with 'CBD COCKTAILS' below it. At the bottom, the tagline 'THE VAPE OF THE DRINKS INDUSTRY' is written in a smaller font.

SPRYYY

CBD COCKTAILS

THE VAPE OF THE DRINKS INDUSTRY

A crowd of people is silhouetted against a dark night sky. They are raising their hands, some holding up phones. A shower of golden confetti or small lights is falling from above, creating a festive atmosphere. The overall lighting is dim, with some colorful light streaks (green, blue) visible in the background.

*"Alcohol is the only drug where if you don't do it,
people assume you have a problem."*

Chris Williamson

THE TEAM CREATING A CATEGORY

DRIVEN BY BEHAVIOUR CHANGE



Will Flindall - Founder

SPRYY CBD Cocktails

Entrepreneur | Podcaster | Brand & Marketing Consultant

- Brand strategist & creative with 7+ years in design, marketing, and brand building.
- Stopped drinking at 22 to gain control, clarity, and consistency in life.
- On a mission to create products that empower people to socialise without pressure and stick to their intentions.



Jacob Wilson - Contract Distiller & Drinks Advisor

Master Distiller, Henley Distillery

- Owner & Master Distiller at The Henley Distillery — one of the youngest in the UK.
- Passionate innovator and experimenter in the drinks industry.
- Driven by a commitment to crafting high-quality drinks in every form.



Mike Curtis-Rouse - Advisor

Architect of the Orbital Economy

- Orbital Architect and Innovator working to commercialise space.
- Innovator and expert in advanced manufacturing, robotics, 3D printing.
- Mike's approach is mission-driven, technically grounded, and strategically disruptive — built around connecting innovation to implementation at speed and scale.

OUR SOLUTION

CONTROL THE NIGHT, ENJOY THE MORNING

Innovative Format – SPRYY offers 30 ml atomiser cocktails sprayed directly into the mouth, slowing consumption, enhancing flavour, and improving safety in social settings.

Moderation Without Sacrifice – Encourages mindful drinking while preserving the enjoyment of social occasions.

Revenue Model – Starter Kits (atomiser + cocktail capsule) and Refill Bottles (glass capsule refills).

Product Range – Standard alcoholic cocktails and CBD-infused variants, developed with a leading UK distillery.

THE RISE OF MINDFUL DRINKING

A MARKET READY TO BOOM

30%

DRINKERS
WANT TO
DRINK LESS
ALCOHOL

11.1 million people (30%) in the UK are looking to drink less alcohol. Our initial focus is on this cohort, forming the foundation of a community of **health-conscious, mindful drinkers**

The **6 reasons** why people want to **drink less** are:



1. **IMPACT OF HANGOVERS**



2. **MENTAL & PHYSICAL HEALTH**



3. **DRINK DRIVING**



4. **IMPROVE SOCIAL INTERACTIONS**



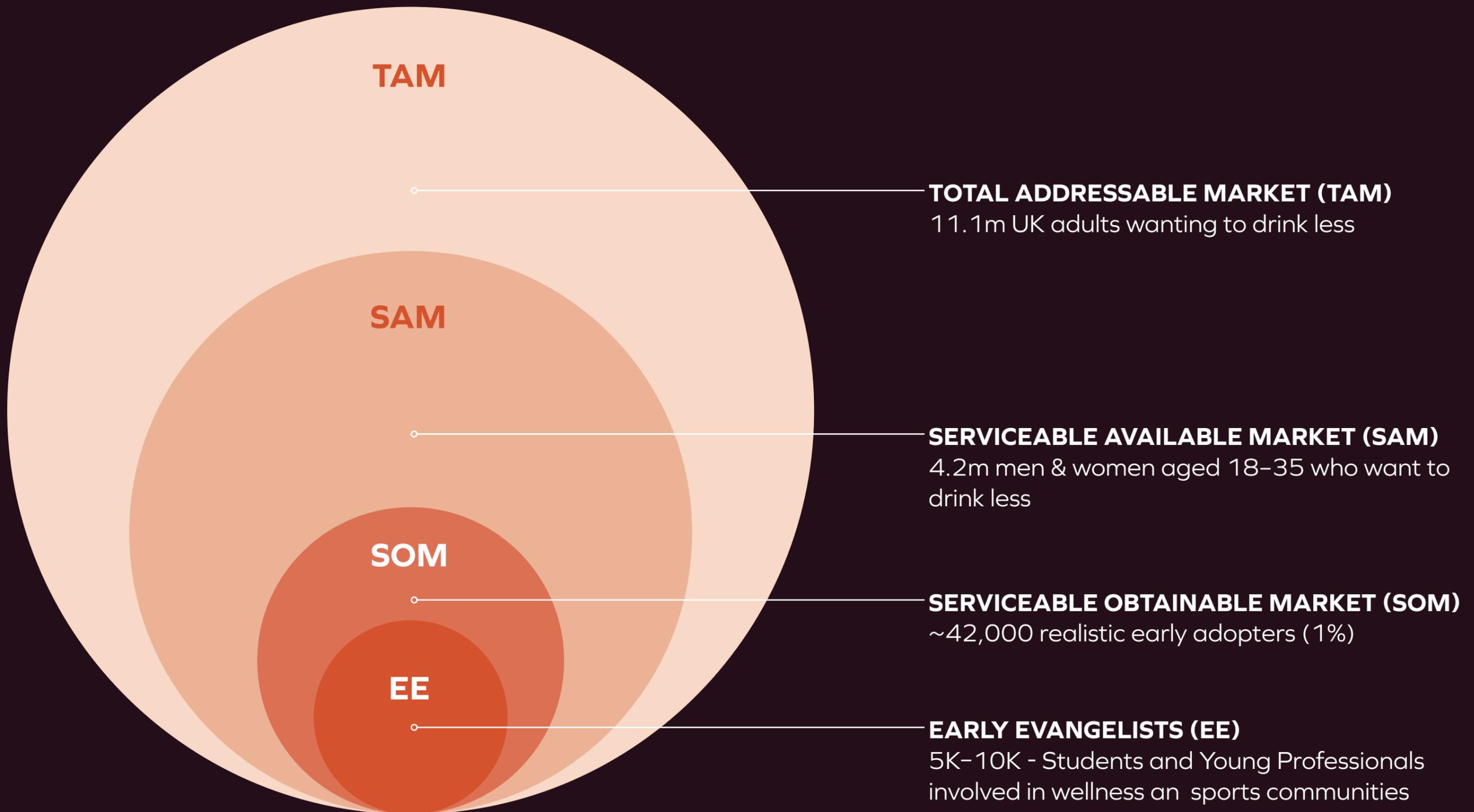
5. **COST OF DRINKING**



6. **SPIKING DRINKS**

ADDRESSABLE MARKETS

WHERE THE STORY BEGINS



DRINKING LESS

A CULTURAL SHIFT WORTH BILLIONS

40%
18-24-YEAR-OLDS

46%
25-34-YEAR-OLDS

ARE THE **MOST ENGAGED**
CONSUMERS OF LOW & NO
ALCOHOL ALTERNATIVES

YouGov Survey, 2024

30% 

 **26%**

WANTED TO **REDUCE THE**
AMOUNT OF ALCOHOL
THEY DRINK IN 2024.

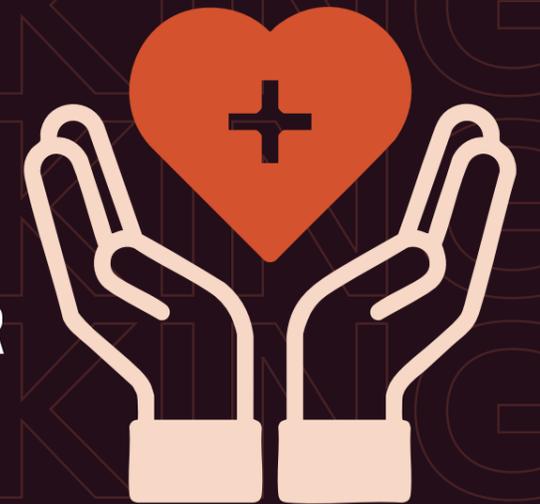
Alcohol Change UK, 2024

45%
OF CONSUMERS ARE
INTERESTED IN **CBD-**
INFUSED BEVERAGES

Datassential, 2024

29%
CHOOSE **LOW**
ALCOHOLIC DRINKS FOR
HEALTH REASONS

YouGov Survey, 2024



THE GAP IN THE MARKET

A NEW RELATIONSHIP WITH ALCOHOL

Hypothesis: Changing the way we consume alcohol from drinking to spraying will elongate the time it takes to finish a drink, encourage people to savour and enjoy the flavours, whilst drinking less alcohol.



ALLOWING
PEOPLE TO FEEL
IN CONTROL



Drink Type Analysis: Comparing the SPRYY atomiser to traditional drinks you can clearly see how this change of consumption method really reduces the amount of alcohol one consumes.

Drink Type	Quantity (ml)	ABV %	Time to consume	Units	Dosage
Cocktail	200ml	15%	20/30 minutes	1.5 - 3 units	~17ml per sip
Shot	30ml	45%	~ 5 seconds	1 unit	30ml per sip
SPRYYY	30ml	15%	30/45 minutes	0.45 units	~0.2ml per spray

A RECURRING REVENUE ENGINE

FUELLED BY BEHAVIOUR CHANGE

1

STARTER PACK:

Choose your case and flavour to join the community.

Once you buy your first SPRYY you can create an account on our app by scanning a QR code on the case and start your journey to taking back control.



2

REFILLS:

Choose your flavour and refill whenever you need another capsule.

Every refill capsule you buy you need to scan the QR code to be able to track your progress.

TRACK APP:

The app will serve both customers and wholesalers. Customers will get rewards for drinking less, while wholesalers will be encouraged to recycle empty refills. To boost recycling, we'll offer wholesalers exclusive flavours or cases through a rewards programme.



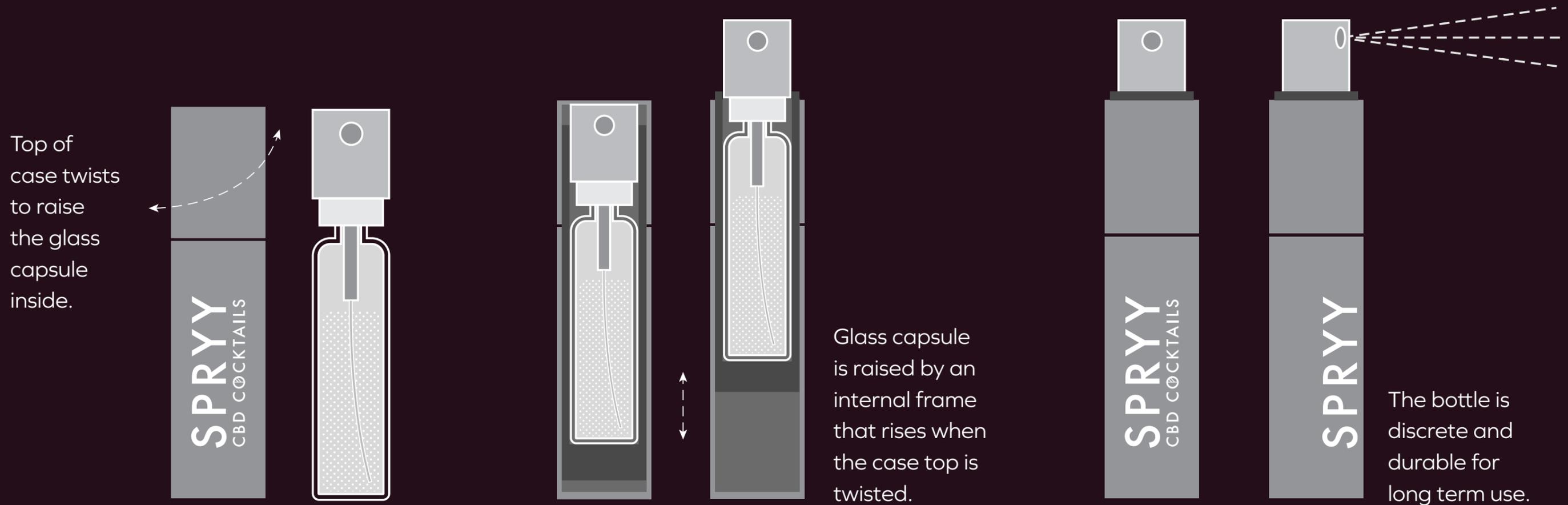
QR CODES:

Scanning refills shows which flavours they've used and helps track how much less they're drinking. This also gives us useful data about our users habits and favourite drinks.



REINVENTING THE FLASK

OWNING THE CATEGORY



Bespoke Atomiser Design – Investment will fund collaboration with a product designer to create a durable, stylish, and fashion-forward atomiser (SPRYYY Flask).

Modern Flask Concept – A personal, contemporary reimagining of the classic whiskey flask.

Two-Part System – Reusable personalisable case + recyclable single-use glass cocktail capsules.

Customisation & Choice – Users can select colours/patterns for the case and swap capsules for any cocktail flavour.

THE SPRYY FLASK

OUR PROPOSED DESIGN



OWNING OUR CATEGORY

BY DESIGN & PATENT

To protect our IP we will be filing a patent to protect this bottle.

PATENT - FLASK & CRIMP

The patent will cover a bespoke atomiser that enhances cocktail flavour through an enlarged air chamber for improved spray and aroma. A crimp-top prevents direct drinking, ensuring controlled use, while the 30ml bottle offers greater practicality. The patent focuses on the system's unique flavour delivery and tamper-resistant design.

OWNERSHIP & DISTRIBUTION

If secured, this patent—covering both the function and design of our atomiser—would give us full control of the atomised drinks market, positioning us as the category leader in alcohol and drink-based sprays. Long term, we plan to license or supply our patented bottles to other drinks brands, creating a scalable, defensible model that drives SPRYY's growth and long-term value.

A GLOBAL TREND

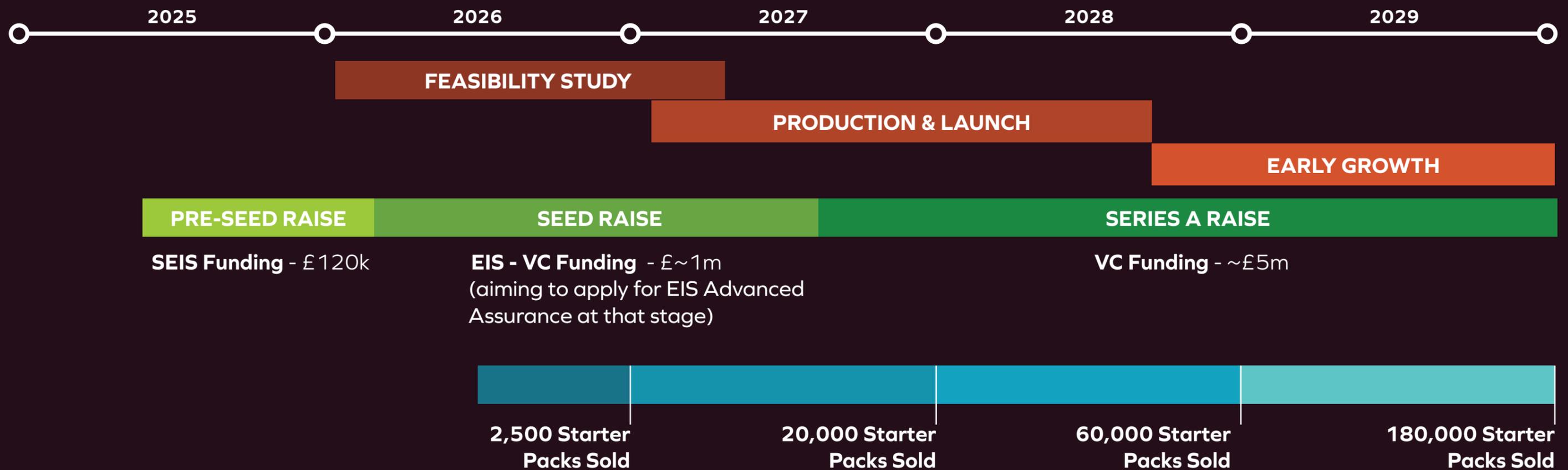
WITH NO CATEGORY LEADER — YET

Funding Goal – Raising a minimum of £120k SEIS-eligible investment for 12% equity to fund feasibility studies, 20,000 cocktail spray samples, and initial product design R&D.

Investor Fit – Seeking mission-aligned partners to build a scalable, globally focused brand redefining drinking culture.

BUILDING THE BRAND

GROWING THE CATEGORY



Feasibility Study:

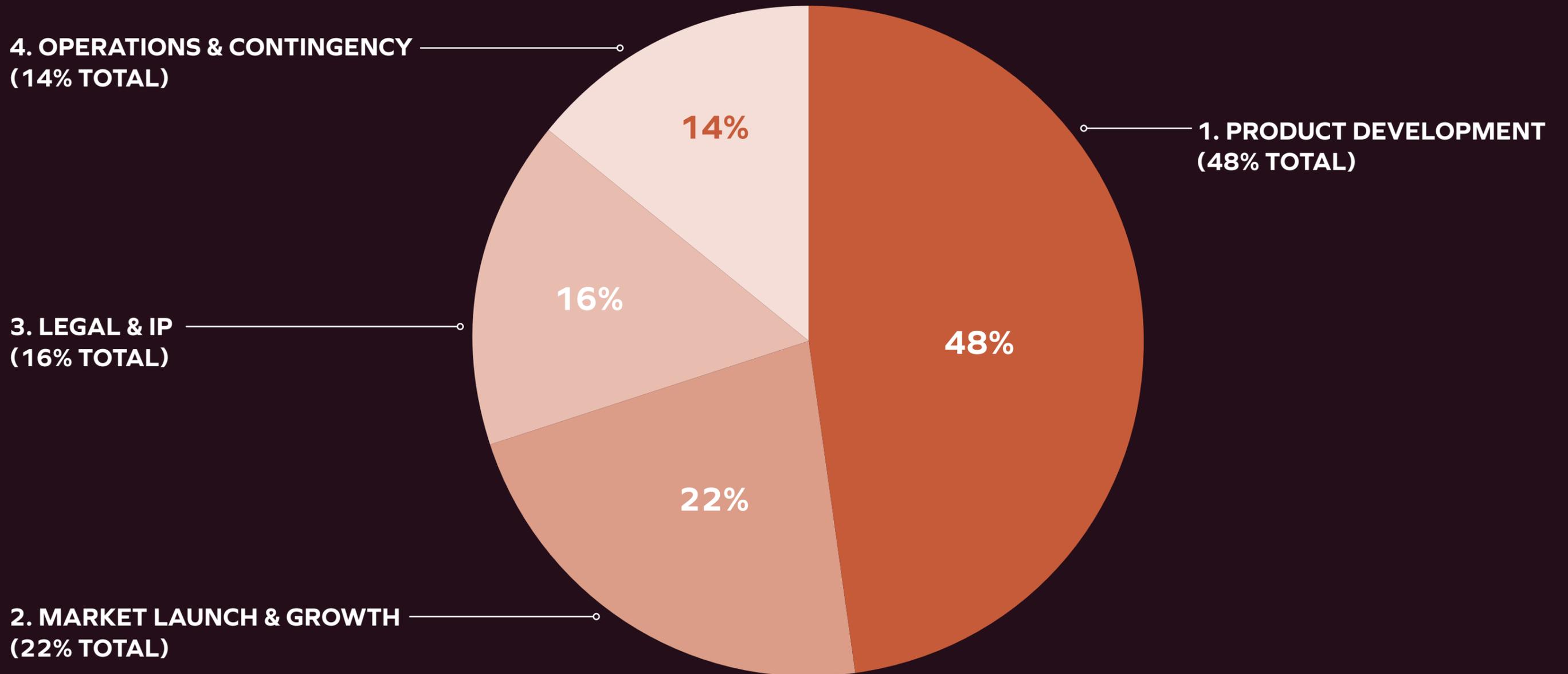
- Develop feasibility version using aluminium atomiser
- Produce and distribute 20,000 test units for real-world usage and feedback
- Gather consumer and trade insights to support Seed raise
- Begin IP filings (flask design + branding)
- Initiate early-stage B2B interest and pilot partners

Production & Launch:

- Develop SPRYY Atomiser Flask (IP-protected, refillable)
- Finalise branding, packaging, and app integrations
- Launch full product line
- Develop and launch a marketing strategy
- Target venues where target market spends time. Sports clubs, run clubs, locations where vapes are sold.

USE OF FUNDS

FUEL FOR THE FUTURE



EARLY GROWTH

BUILDING THE FUTURE FOOTPRINT

- **Scale Market Reach** – Expand beyond traditional retail into sports, travel, and entertainment channels, while growing premium on-trade and e-commerce presence supported by loyalty programmes and exclusive product lines.
- **Increase Production Capacity** - Secure scalable supply agreements and establish reliable production for the SPRYY Flask, supported by strict quality control.
- **Build an Experienced Team** – Hire senior talent in marketing, sales, and operations while forming an advisory board to support growth.
- **Boost Brand Presence & Partnerships** – Launch nationwide campaigns, build brand awareness, and secure flagship distribution deals while leveraging ambassador and influencer programmes.
- **Targeted Growth Metrics** - Track repeat purchases, retailer reorders, and D2C refill subscriptions, while measuring brand awareness and sales velocity through pilot partnerships.

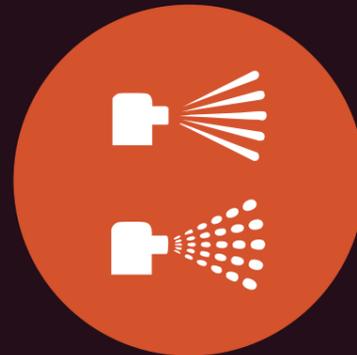


PROGRESS SO FAR

LAYING THE FOUNDATIONS

Over the past year, SPRYY has made strong progress in testing, developing, and refining the concept and business plan. As of October 2025, the following key milestones have been completed or are underway.

COMPLETED



ATOMISER TESTING



1ST COCKTAIL DEVELOPMENT



INITIAL TESTING (FRIENDS & FAMILY)

UNDERWAY



SEEK INVESTMENT



MEET PRODUCT DESIGNERS



DEVELOP BUSINESS PLAN



UNDERTAKE 1000 PERSON SURVEY

IN THE PIPELINE



FEASIBILITY STUDY



MANUFACTURING



DRINK PRODUCTION

THE FIRST STEP TO ANY LAUNCH

TURNING CONCEPT INTO CONFIDENCE

WILL FLINDALL
FOUNDER

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