

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 NEW FORMAT FOR ALCOHOL

SPRYY INTRODUCES THE FIRST SPRAY-FORMAT COCKTAIL CATEGORY.



SPRYY's aluminium case houses the glass cocktail capsule.

The top twists to raise the atomiser, ready for use.

Atomiser releases ~0.2ml per spray

30ml cocktail atomiser

A 15% ABV Ready to Drink cocktail + 30mg CBD. About 0.45 units of alcohol.

Designed to be consumed over 20-40 minutes.

# THE RISE OF MINDFUL DRINKING

A MARKET READY TO BOOM

# 30%

(11.1 million people in the UK)

WANT TO  
DRINK LESS  
ALCOHOL

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**



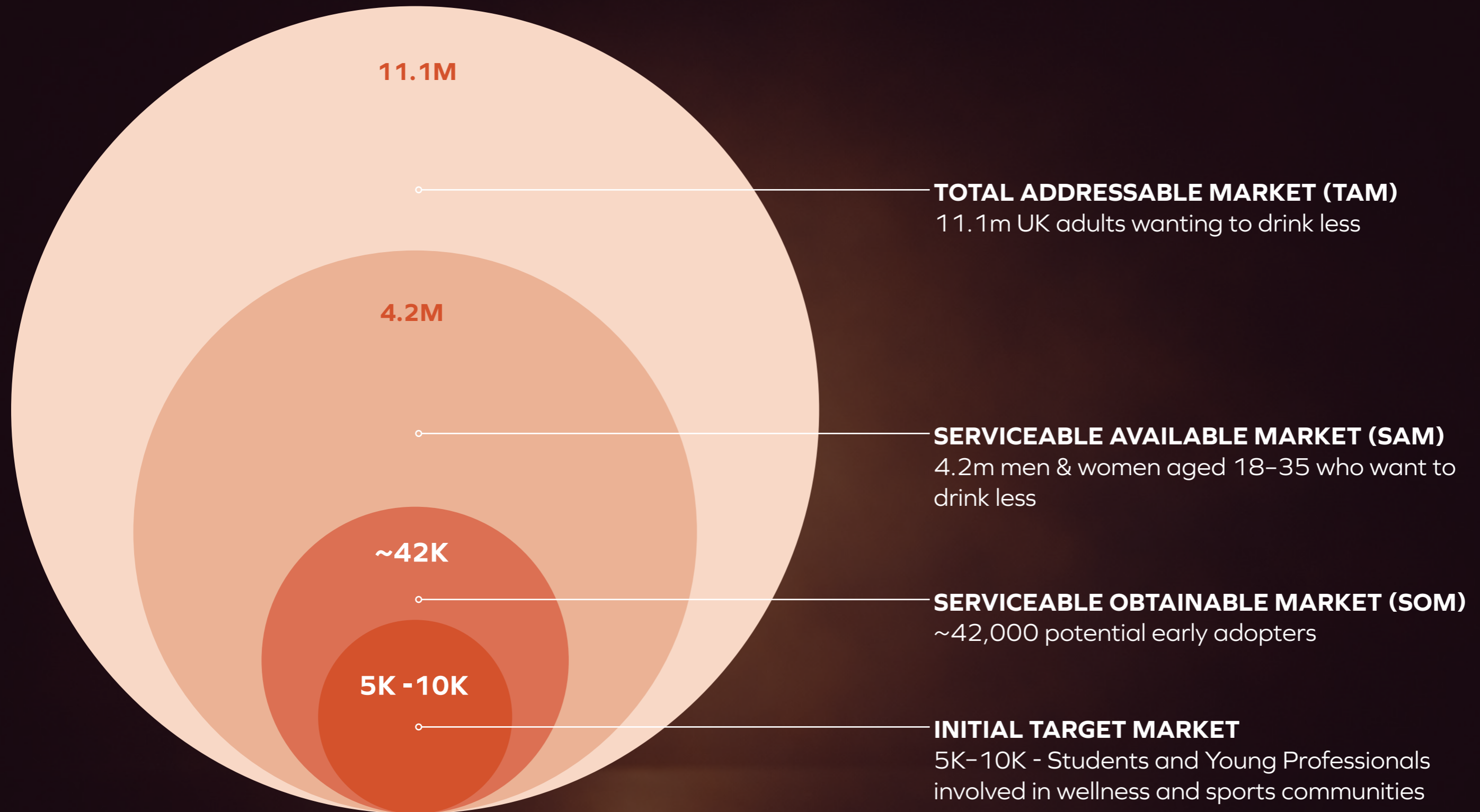
5. **COST OF DRINKING**



6. **SPIKING DRINKS**

# ADDRESSABLE MARKETS

WHERE THE STORY BEGINS



# EARLY DEMAND VALIDATION

Insights from our Primary Consumer Research

40%

Actively reducing alcohol consumption

72%

Want moderation without switching to low/no alternatives

46%

Likely to trial a novel cocktail spray format

~70%

Women 18–34 concerned about drink spiking

## KEY INSIGHT:

Consumers don't want to stop drinking — they want control without sacrificing ritual.

\*Survey insights directly informed our early adopter focus and structured sampling roadmap.

# OUR SOLUTION

CONTROL THE NIGHT, ENJOY THE MORNING

**New Consumption Format** – 30ml atomiser cocktails sprayed directly into the mouth, slowing consumption and enhancing flavour.

**Moderation Without Sacrifice** – 0.45 units of alcohol per atomiser, designed to be consumed over 20–40 minutes.

CBD complements the social effects of alcohol with a subtle calming balance.

**Safety (Anti-Spiking)** – Personal atomiser dramatically reduces spiking risk.

**Evolved Relationship** – An on-the-go format designed for people who want more control over how they drink.

# WHERE SPRYY WILL BE DISCOVERED

PRODUCT - DISTRIBUTION - GROWTH



**Festivals & Events** – Sampling and early adopter discovery through music festivals, sports events, and wellness communities.



**Universities & Student Nightlife** – Student bars, clubs, and societies where new social habits spread quickly.



**Direct-to-Consumer** – Starter kits and refill capsules sold through the SPRYY website.



**Specialist Retail** – Vape retailers and alcohol stores introducing the new spray format.

# THE VAPE OF THE DRINKS INDUSTRY

OUR PROPOSED DESIGN



# A GLOBAL TREND

WITH NO CATEGORY LEADER — YET

**Funding Goal** - Raising £200k SEIS to complete feasibility, distribute 20,000 product samples, and validate the spray cocktail category ahead of a seed round.

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

# THE TEAM CREATING A CATEGORY

## DRIVEN BY BEHAVIOUR CHANGE



### **Will Flindall - Founder**

SPRYY CBD Cocktails

Entrepreneur | Podcaster | Brand & Marketing Consultant

- 7+ years in design, marketing, and brand strategy.
- 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.



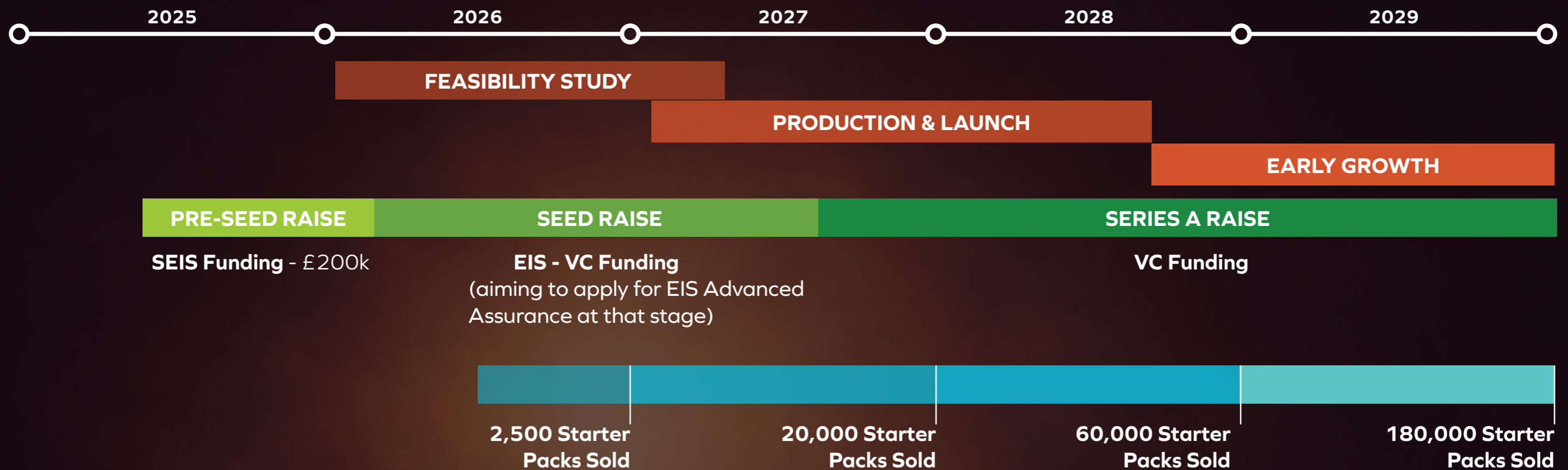
### **Mike Curtis-Rouse - Advisor**

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.

# BUILDING THE BRAND

## GROWING THE CATEGORY



### Feasibility Study:

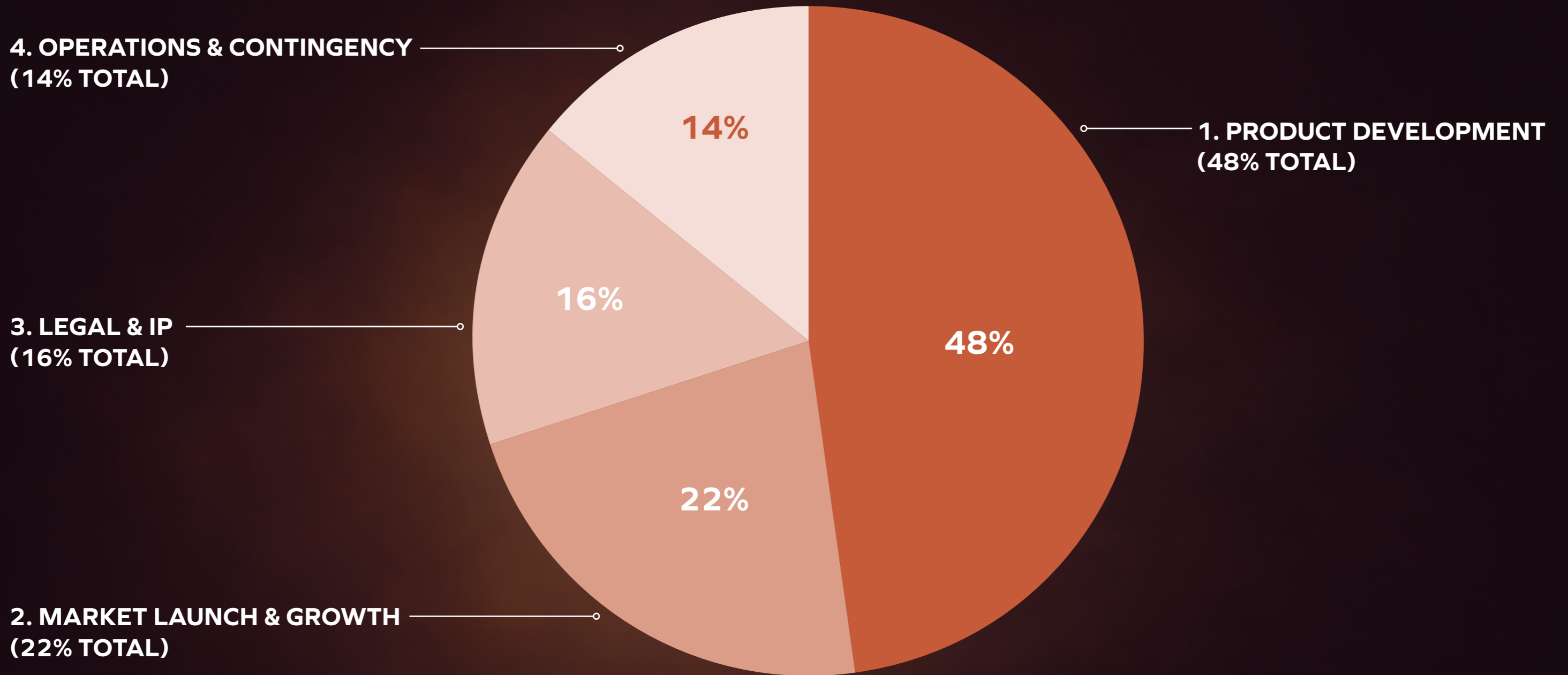
- Develop feasibility version using aluminium atomiser
- Produce and distribute 20,000 test units for real-world usage and feedback at universities and festivals.
- Gather consumer and trade insights to support Seed raise
- Begin IP filings (flask design + branding)
- Initiate early-stage B2B interest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

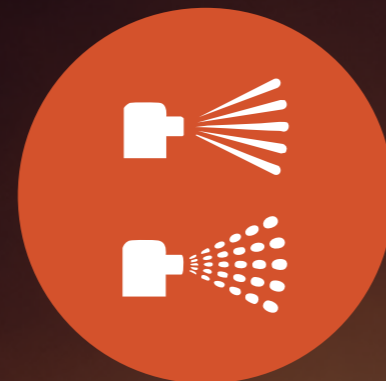


# PROGRESS SO FAR

## 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

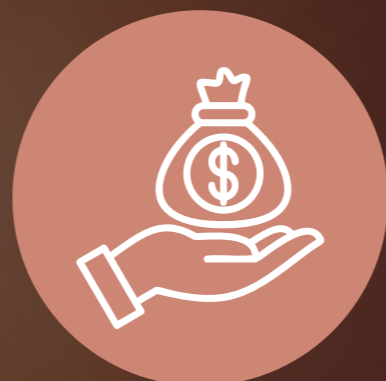


INITIAL TESTING (FRIENDS & FAMILY)

### UNDERWAY



UNDERTAKE 1000 PERSON SURVEY



SEEK INVESTMENT



MEET PRODUCT DESIGNERS



DEVELOP BUSINESS PLAN

### IN THE PIPELINE



FEASIBILITY STUDY



MANUFACTURING



DRINK PRODUCTION

CREATING A NEW WAY TO DRINK

JOIN US ON OUR MISSION

**WILL FLINDALL**

FOUNDER

[will@willflindall.com](mailto:will@willflindall.com)

[www.spryycocktails.com](http://www.spryycocktails.com)



SPRYYY  
CBD COCKTAILS