

INTRO

mikks

2023

Distribution Partner



The **majority** of establishments in the **hospitality industry** is faced with simular challenges:

They all struggle with:

- Not enough staff, lack of skills and expertise. Staff fluctuation.
- Time pressure. Lack of time to prepare drinks, cocktails, mocktails etc.
- Hard to get consistency in quality and taste.
- Large food waste — perishable ingredients.
- Fear of contact.



The Solution

All the ingredients of a **fresh cocktail**
in **one bottle** — except alcohol.

How: Fill 4cl Mikks and 4cl spirit
into shaker, add ice and shake
well for 20 seconds.



On-trade & Off-trade solutions



Mikks Ginger Mint
75cl Bottle



Mikks Basil lime
75cl Bottle



Mikks Yuzu Elder
75cl Bottle



Mikks Passion Lime
75cl Bottle



Mikks Sour Lemon
75cl Bottle



Mikks Coldbrew Cacao
75cl Bottle

1 bottle 0.75l
=
18 Cocktails



Mikks Ginger Mint
25cl Bottle



Mikks Basil lime
25cl Bottle



Mikks Yuzu Elder
25cl Bottle



Mikks Passion Lime
25cl Bottle



Mikks Sour Lemon
25cl Bottle



Mikks Coldbrew Cacao
25cl Bottle

1 bottle 0.25l
=
6 Cocktails

Cocktails

Shake
15 sec



4cl Mikks 4cl Spirit Ice cubes

Mocktails

Shake
15 sec



4cl Mikks 4cl Non-alc spirit Ice cubes

Spritzers



3cl Mikks 1dl Prosecco and a splash sparkling water Ice cubes

Sodas



4cl Mikks 2dl Sparkling water Ice cubes

The right recipe for every occasion



Mikks - Ginger Mint

- Ginger Mule
- Ginger Margarita
- Ginger Spritz
- Ginger Lemonade



Mikks - Yuzu Elder

- Bitter Yuzu
- Yuzu Kefir
- Golden Meadow
- Yuzu Spritz
- Yuzu Lemonade



Mikks - Sour Lemon

- Mojito
- Caipirinha
- Margarita
- Whiskey Sour
- Amaretto Sour



Mikks - Basil Lime

- Basil Smash
- Green Meadow
- Basil Spritz
- Basil Lemonade



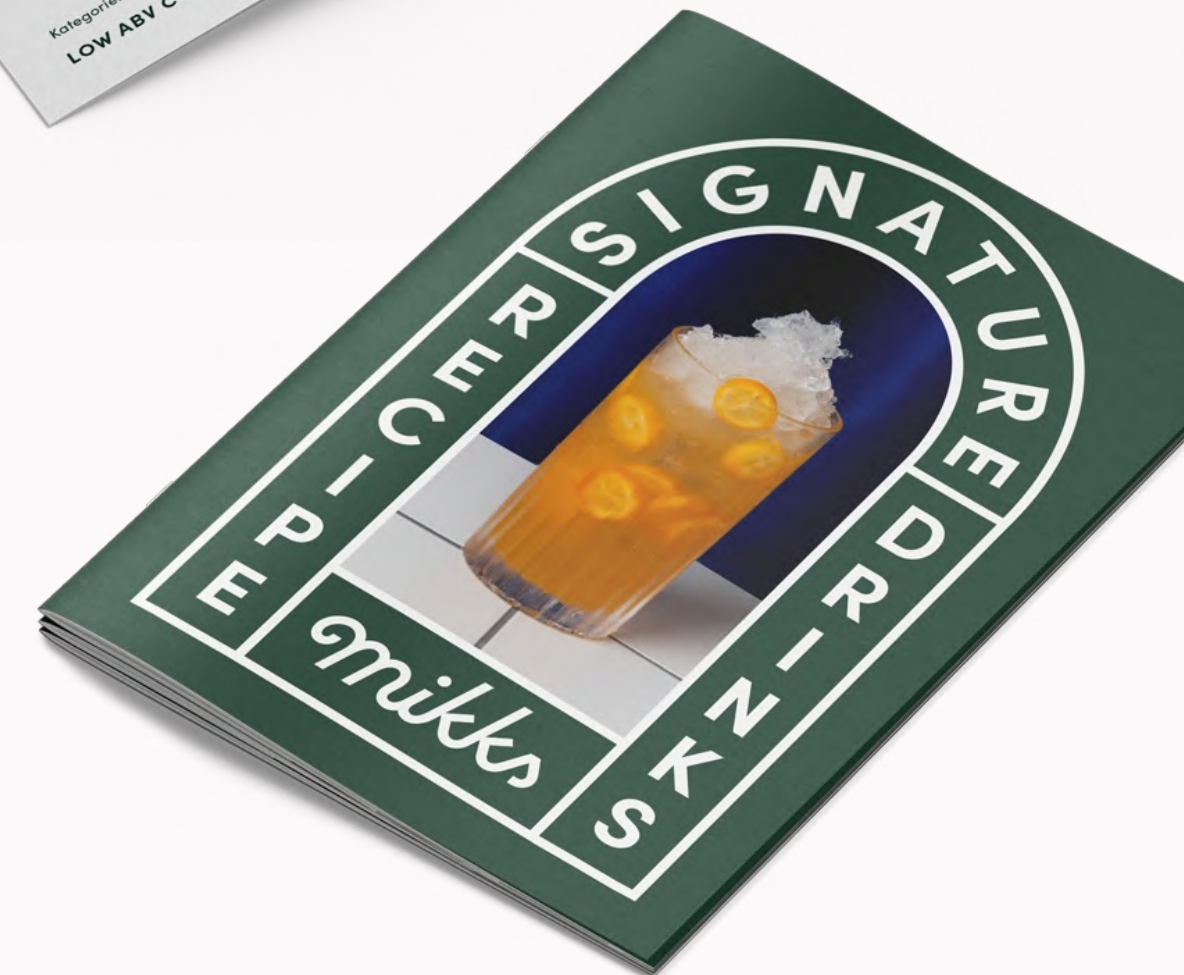
Mikks - Passion Lemon

- Pornstar Martini
- Passion Mojito
- Passion Spritz
- Passion Lemonade



Mikks - Coldbrew Cacao

- Espresso Martini
- Espresso Daiquiri
- Irish Coffee
- Freddo



Value proposition

THE SWISS POCKET KNIFE FOR DRINKS



NATURAL & VEGAN

Crafted with natural ingredients only and without any preservatives.



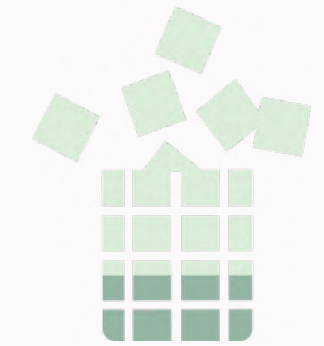
PERFECT QUALITY

4cl Mikks + 4cl Spirit + Ice makes a perfect cocktail.



CONSISTENCY

Each cocktail is always of perfect quality and taste because of its simplicity.



SIMPLICITY IS KEY

Each staff member can prepare a perfect cocktail.



PRODUCTIVITY

Preparation time for 4 Mikks Cocktails equals 1 Conventional Cocktails.



DECREASE OF COSTS

Cocktail preparation with Mikks is more efficient than with conventional Cocktails.



VERSATILE USES

One Bottle for 18 Cocktails and Mocktails, 25 Spritz or 18 Sodas.



NO FOOD WASTE & LESS INVENTORY

All fresh ingredients are premixed in advance. Shelf life of 12 months ex works.

Shaking reinvented

With the easy screw cap and the printed on measurements drinks are served in no time at all. No jigger needed with the 4 cl calibration marks.

SPEED SHAKER

Shake, serve and drink in one glass.



EASY SHAKER

Easy to open, our take on a Boston Shaker. The solution behind the bar.



New: Expansion of the packaging range to include bag-in-box packaging

Why Bag-in-Box:

- High customer demand for pack sizes in volumes > 75cl
- Perfect space saving solution for complex supply chains (ships, planes etc.)
- Perfect solution for dynamic travel-hospitality (quality, speed & handling)
- To cater for extremely high peak volumes

Product advantages

- One Bag-in-Box for 125 Lemonades, 165 Spritzers, 125 Mocktails or 125 Cocktails
- Serving customer needs and easy link with existing cocktail machines

Flavor range

- 6 all-natural flavors (Basil Lime, Passion Lemon, Ginger Mint, Yuzu Elder, Coldbrew Cacao, Sour Lemon)
- New as from 1st of April 2023: Mikks Coco Pineapple

Pack size

- 5 Liter Bag-in-Box made out of recycled cardboard
- Including easy to use tap/nozzle
- Coming soon with easy to use and clean Refill bottle (in process)

Timing:

- Start per Q2 2023

Volume / MOQ:

- On request



How we target

Target the spots with the right drinks for the right time.
Recognize the needs of the customer and his guests.



DAY

09:00 am — 18:00 pm
Cafes / Restaurants

Focus: Lemonade / Spritz



EVENING

17:00 pm — 00:00 am
Restaurants / Bars

Focus: Spritz / Cocktails



NIGHT

20:00 am — late
Bars / Clubs

Focus: Cocktails / Spritz

Chains & food service

Many restaurants-& bar chains are eminently suitable for Mikks. From burger, Tex-Mex, and Sushi places to Italian & casual dining. The most suitable outlets are those that cannot yet serve cocktails and want to keep their guests in-store longer.

APPROACH

This is about standing out from the crowd with an innovative offer, recommending something special to guests and generating additional sales through great and simple drinks.

ARGUMENTS

Special experience (Stand out from the normal) / Simplicity / Versatile use

TARGET

Lemonades, Spritz, Cocktails & Mocktails



Hotels & Cruise

Especially in hotels or Cruiseships, Mikks can generate a lot of added value. In some hotels, the receptionist also does service and the bar.

APPROACH

This is about standing out from the crowd with an innovative offer, recommending something special to guests and generating additional sales through great and simple drinks.

ARGUMENTS

Special experience (differentiation from the norm) /
Simplicity / Versatile use / Handling (space-saving)

FOCUS

Lemonades, Spritz, Cocktails & Mocktails



Restaurants & Cafes

Many restaurants are suitable for Mikks. The most suitable stores are those that want to be innovative and surprise a young open-minded audience with great drinks.

APPROACH

This is about standing out from the crowd with an innovative offer, recommending something special to guests and generating additional sales through great and simple drinks.

ARGUMENTS

Special experience (Stand out from the normal) /
Simplicity / Versatile use / Handling (Space-saving)

TARGET

Lemonades, Spritz, Cocktails & Mocktails



Clubs

Thanks to Mikks, clubs now also have the option of serving cocktails and spritzers alongside traditional long drinks.

APPROACH

Speed and simplicity is the key. Anyone can do it and the quality remains the same. A club cocktail bar can stand out from the crowd with Mikk's drinks.

ARGUMENTS

Speed / Diversification (most clubs do not offer cocktails) / High turnover per glass / Handling

FOCUS

Cocktails & Spritz



Tourist Hotspots

Tourist hotspots offer enormous potential for Mikks. The sunny days bring many guests who expect great drinks in a timely manner. Due to the seasonality of the establishments, the mostly untrained staff at these properties are grateful for speed and simplicity.

APPROACH

The freshness and summer feel of our drinks combined with speed & simplicity make all the difference.

ARGUMENTS

Selling freshness (Mikks) / Speed / Simplicity / Consistency / Versatility / Handling (space-saving & deposit-free)

FOCUS

Spritz, Lemonades, Cocktails & Mocktails



Catering & Events

Catering service and events are always about high quality, speed and consistency. Mikks offers the perfect solution for cocktails, mocktails, and all other drinks. You can prepare the drinks in the Mikks shaker and serve 1000s of guests with little staff.

APPROACH

The quality of our drinks combined with speed & simplicity make all the difference.

ARGUMENTS

Speed / Simplicity / Consistency / Versatility / Handling

FOCUS

Spritz, Lemonades, Cocktails & Mocktails



Festivals

Events and festivals play a major role at Mikks. Within a few days or even hours, immense volumes can be sold and we reach many new users. Cultural events, street food festival, street parties, music events, concerts etc.

APPROACH

Speed and simplicity are key. Everyone can do it and the drinks always come out great. A cocktail bar can also stand out from the crowd by offering Mikks Drinks.

ARGUMENTS

Speed / Diversification (most festival don't offer cocktails) / High turnover per glass / Versatile Use / Handling

DRINKS & OFFER

Lemonades, Cocktails & Mocktails



CLIENTS & PARTNERS WHO TRUST US

FOOD AND BAR CHAINS



HOTELS



STRATEGIC PARTNERS



Retail & Ecom.

Webshop: www.mikksdrinks.com



Spirit Sets

Also available with various spirits for defined cocktail sets.

Mikks Set

3 x 25cl Bottles
+ 1 x Shaker



A chef, a bartender and a graphic designer meet in a bar....

What started as a spontaneous idea of the three friends has developed into a Swiss quality product over the past few years through a lot of fiddling and passion.



Fabian Gysling
Co-Founder
Sales / Marketing



Manuel Vaziri
Co-Founder
Production / Creation



Philipp Dornbierer
Co-Founder
Art Direction / Design



Kees-Jan de Vries
Global
Commercial Director

Cheers!

FOLLOW US

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