

BEVCANNA 

FEBRUARY 2019

CORPORATE OVERVIEW

INFUSED INNOVATIONS



SAFE HARBOR STATEMENT

Statements regarding the future growth of BevCanna Enterprises Inc. are "forward-looking statements", which are subject to risks and uncertainties, which may cause the actual results, performance or achievements of BevCanna to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include, among others, that NGI's business plan is dependent on additional financing, which it may be unable to obtain on terms acceptable to NGI, changes in general economic or market conditions that could impact consumer demand for NGI's products, and NGI's ability to execute on its business plan. Except as required by law, NGI undertakes no responsibility to update any of the forward-looking statements contained in this document.

This document and other written or oral statements made from time to time may contain forward-looking statements covered by the Private Securities Litigation Reform Act of 1995. Statements that are not historical in nature and which may be identified by the use of words like "expects," "assumes," "projects," "anticipates," "estimates," "we believe," "target," "could be," and other words of similar meaning, are forward-looking statements. These statements are based on managements' expectations and assumptions and are subject to risks and uncertainties that may cause actual results by the forward-looking statements include: lack of sufficient financing, government regulation and controls, and inability to manage growth.

The Company undertakes no obligation to revise or update forward-looking statements as a result of new information since these statements may no longer be accurate or timely.

PART 1

INTRODUCTION

BEVCANNA 

MISSION

1. Provide world class cannabis processing and white label manufacturing services for the production of infused beverages.
2. Develop, launch and acquire beverage brands for the next generation of cannabis consumers.

- Filed under section 33 of the Access to Cannabis for Medical Purposes Regulations (ACMPR) for Standard Cultivation and Processing Licenses, in addition to Industrial Hemp Cultivation.
- Approval expected Spring 2019

BEVCANNA 



BEVCANNA EXECUTIVE TEAM 1/2



Marcello Leone, CEO & Chairman of the Board

Founder of The Naturo Group Investments and current Chairman and CEO of RYU Apparel Inc. (TSXV:RYU)

Marcello developed Trace and Naturo Aqua beverage product lines while consolidating and acquiring ownership and expanding a state of the art bottling facility in Osoyoos, BC.



John Campbell, CFO & Director

(CA/DPA/CFA/MBA) has over 30 years of investment management experience as a securities analyst, investment banker, M&A specialist, and money manager with Camlin Asset Management Ltd., CWC Capital Ltd., Pemberton Securities and The Jim Pattison Group.



Martino Ciambrelli, President & Director

With 35 years of Consumer Packaged Goods experience he has led multiple sales teams in Western Canada for nationally recognized brands, including: PepsiCo: Frito-Lay, Lindt of Switzerland and Johnvince Foods/ Planters Peanuts Canada.

BEVCANNA EXECUTIVE TEAM 2/2



Emma Andrews, Chief Commercialization Officer

(BA, RHN, NPDP) Emma's 10+ year career in the natural products industry has given her an intimate understanding of health science, formulation, and go-to-market strategy. Emma led product innovation, consumer and retail education programs at Vega, the category leader in plant-based nutrition, through the final 4 years before a \$700mill. acquisition by White Wave Foods.



Don Chisholm, Brand Innovation

Leader in creating innovative brands and fostering rapid growth. His vision and entrepreneurialism at the helm of his agency, Dossier Creative, has established him as a trusted advisor of over 30 years. Successes include: Vega, The Little Potato Company and Mike's Hard Lemonade.



Connor Cruise, VP Corporate Strategy

President of Cruise Capital Ltd, and VP at Intrynsyc Capital Corp, a registered Exempt Market Dealer. Mr. Cruise has played an integral role in the early-stage financings of Aphria Inc., a TSX-listed licensed producer, and National Access Cannabis (TSXV: META).

CORPORATE ENTITIES PROVEN EXPERTISE

Naturo Group (founded in 2012)

- Owned and operated by Marcello and Gaby Leone
- Holdings include: Naturo Springs Bottling Plant, 315 acres Agricultural Land + Spring Water Aquifer
- House brand: Naturo Aqua (sparkling water)
- Exclusive bottling site for Trace Beverages

RYU - Respect Your Universe (TSXV:RYU)

- President and CEO Marcello Leone, since 2014
- Premium, lifestyle and athletic wear, tailored to the urban athlete

Trace Beverages (acquired by Naturo Group in 2014)

- Proprietary formulation and infusion process, featuring fulvic and humic minerals
- 3000+ points of distribution, nationally
- Natural Product Number (NPN) verification granted by Health Canada & CFIA

BevCanna (founded 2018)

- Joint venture partnership agreement with Naturo Springs for bottling infused cannabis beverages

BEVCANNA 



PART 2

BEVCANNA BUSINESS MODEL

BEVCANNA 

WHAT WE'RE ALL ABOUT

Elevating your
quality of life and
infusing innovation
into everyday
experiences

BEVCANNA 



CORE COMPETENCIES

1

EXISTING BOTTLING PLANT, WORLD CLASS EQUIPMENT. UNTAPPED CAPACITY.



2

PREMIUM, ALKALINE SPRING WATER. READY TO INFUSE.



3

FOOD & BEVERAGE COMMERCIALIZATION EXPERTISE. WE BUILD BRANDS.



SERVICE & SOLUTIONS

1

DEVELOP & LICENSE INFUSED BEVERAGE BRANDS

- Experts at launching global wellness and beverage brands. Category experience includes: alcohol, plant-based and functional beverages
- From Craft to Commercial scale, we build brands that resonate. Extensive in-house consumer research, allowing our team to access insights unique to the cannabis beverage category
- Full service branding & design: Research, positioning, formulation, packaging, production



2

WHITE LABEL MANUFACTURING

- Complete process is tailored to your exact specifications
- Our scalable and flexible manufacturing process delivers solutions that allows for production of a diverse array of beverages, flavours and infusions
- Pristine, alkaline spring water aquifer



3

REGIONAL PROCESSING & OUTDOOR CULTIVATION HUB

- Water soluble infusions onsite, proprietary and patented process
- Supply agreement for cannabis distillate with Nextleaf Cannabis Processing Solutions
- 100 acre outdoor cultivation site in the Okanagan, highly fertile soil and growing region (over 100+ wineries and 2,400 planted hectares of wineries in the region)

PART 3

INFRASTRUCTURE

BOTTLING PLANT & OUTDOOR CULTIVATION

BRIDESVILLE BC

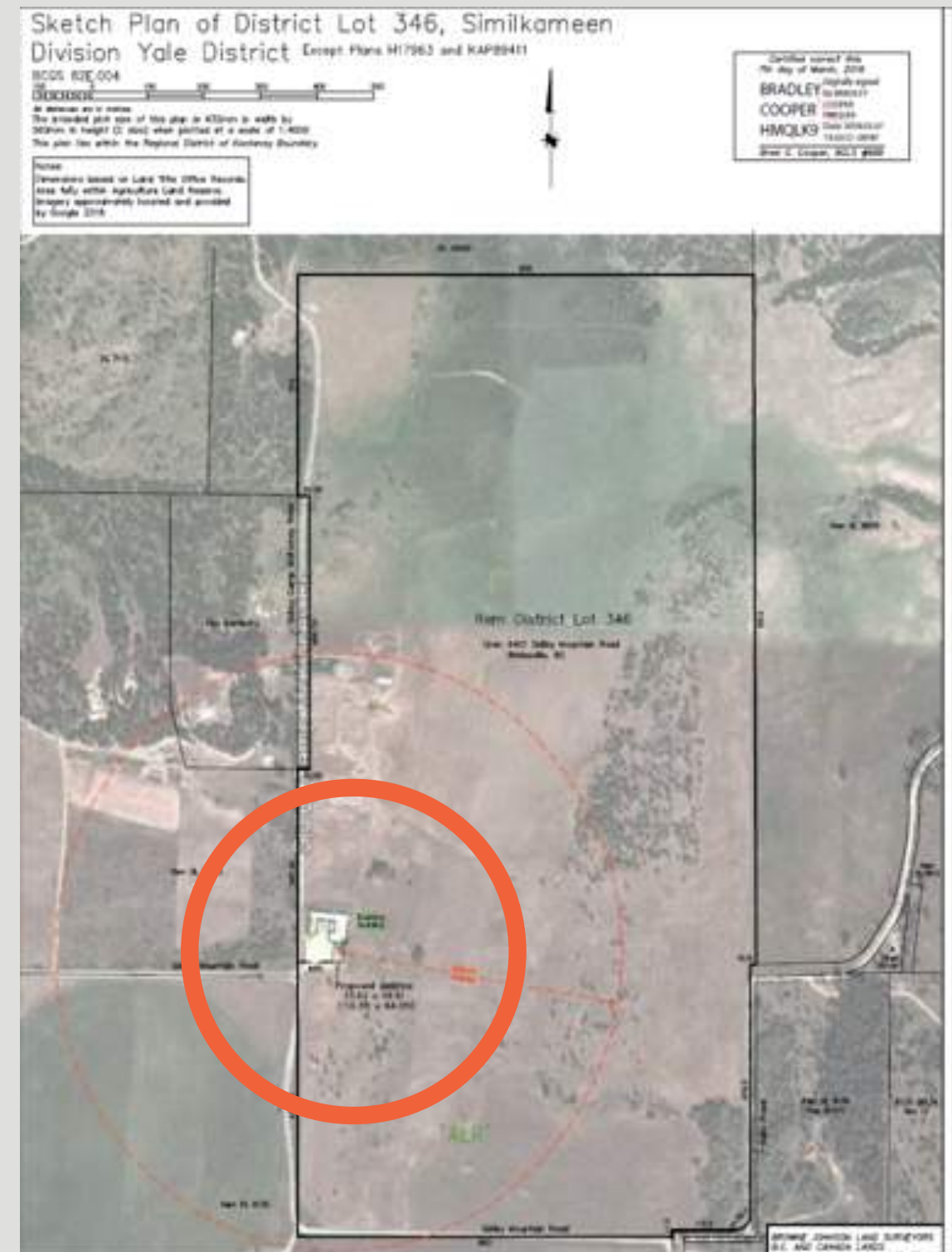


NATURO SPRINGS



Vancouver to Osoyoos = 400km

Calgary to Osoyoos = 725 km



NATURO SPRINGS

- HACCP Certified and Health Canada approved facility
- Real Estate holdings: 315 acres of Agriculture Reserved Land
- Canadian Premium Alkaline spring water source
- Capacity is 1165 liters per minute with existing wells
- 40,000 Sq. Ft existing facility
- Pre-approval by Agricultural Land Commission to expand facility up to 170,000 sq. ft (to be used for BevCanna expansion)
- Exclusive bottling & production site for Trace Beverages and joint venture partnership with BevCanna
- Specialty Equipment: Flash pasteurization, plastic blowing



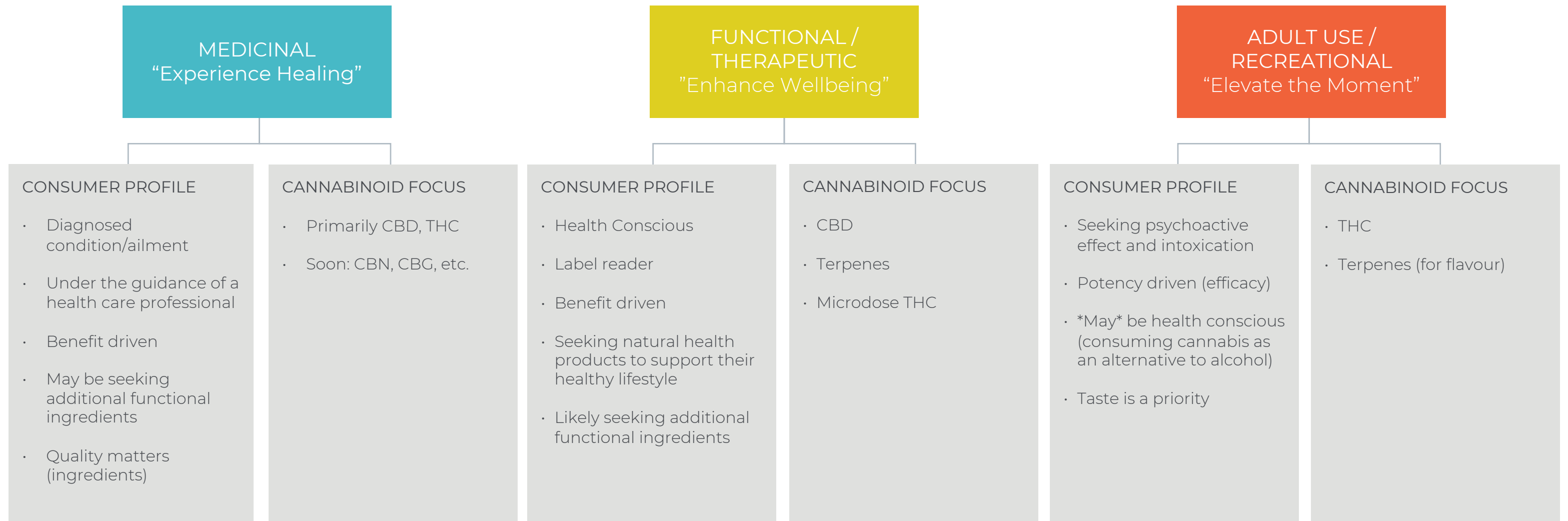
PART 4

INNOVATION & TECHNOLOGY

PRODUCT & BRAND

BEVCANNA 

PRODUCT POSITIONING



PRODUCT TYPES

PHASE 1 (2019-2020)

Alkaline Spring Water, bottled at source

- Variation in cannabinoid levels (available through-out all subsequent formulations as well)

Carbonated Water

- Variation in amount of effervescence

Flavour Infused Water

- Fruit, herbal, botanical, terpene, etc.
- Variation in levels and blends.
- May be added to still or sparkling water.

Formats:

- Water soluble powders, ready-to-drink, shots, concentrates
- Custom form factors available, and sustainable materials



PRODUCT TYPES

PRODUCT TIERS

Economical

Budget friendly for new consumers, utility based beverages, or intended for frequent consumption.

- Lighter flavour profiles
- Minimalist label
- Standard form factors, select from pre-set moulds

Craft

Enhanced by exotic flavours, seasonal releases, limited edition, or produced in small batch.

Premium

- Full taste experience
- Unique form factors, custom moulds
- Full sleeve label



PRODUCT CONCEPTS™



USA



CANADA

TECHNOLOGY

Premium tasting, water soluble cannabinoid infusions:

- Cannabis, or Hemp

Our Quality Promise:

- Long term stability, every sip is the same
- Complete homogeneity from start to finish
- Fast, reliable onset time
- Highly desirable taste
- Superior mouthfeel: No texture or residue

Extraction:

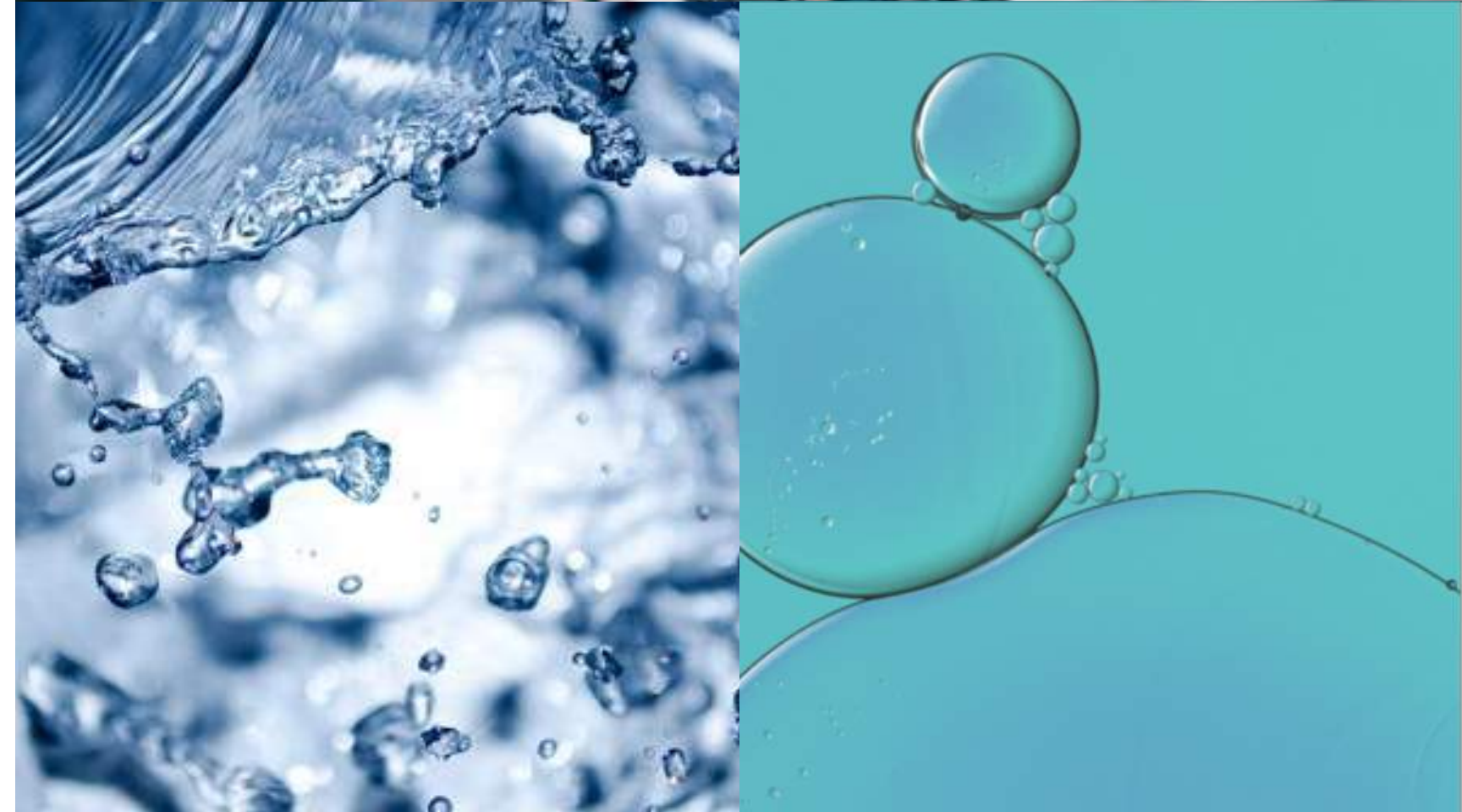
- Patented extraction process and supply partnership for premium cannabis distillate via Nextleaf Solutions

Water Solubility:

- Liquid Infusion
- Soluble Powder

Stability:

- Flash pasteurization on-site

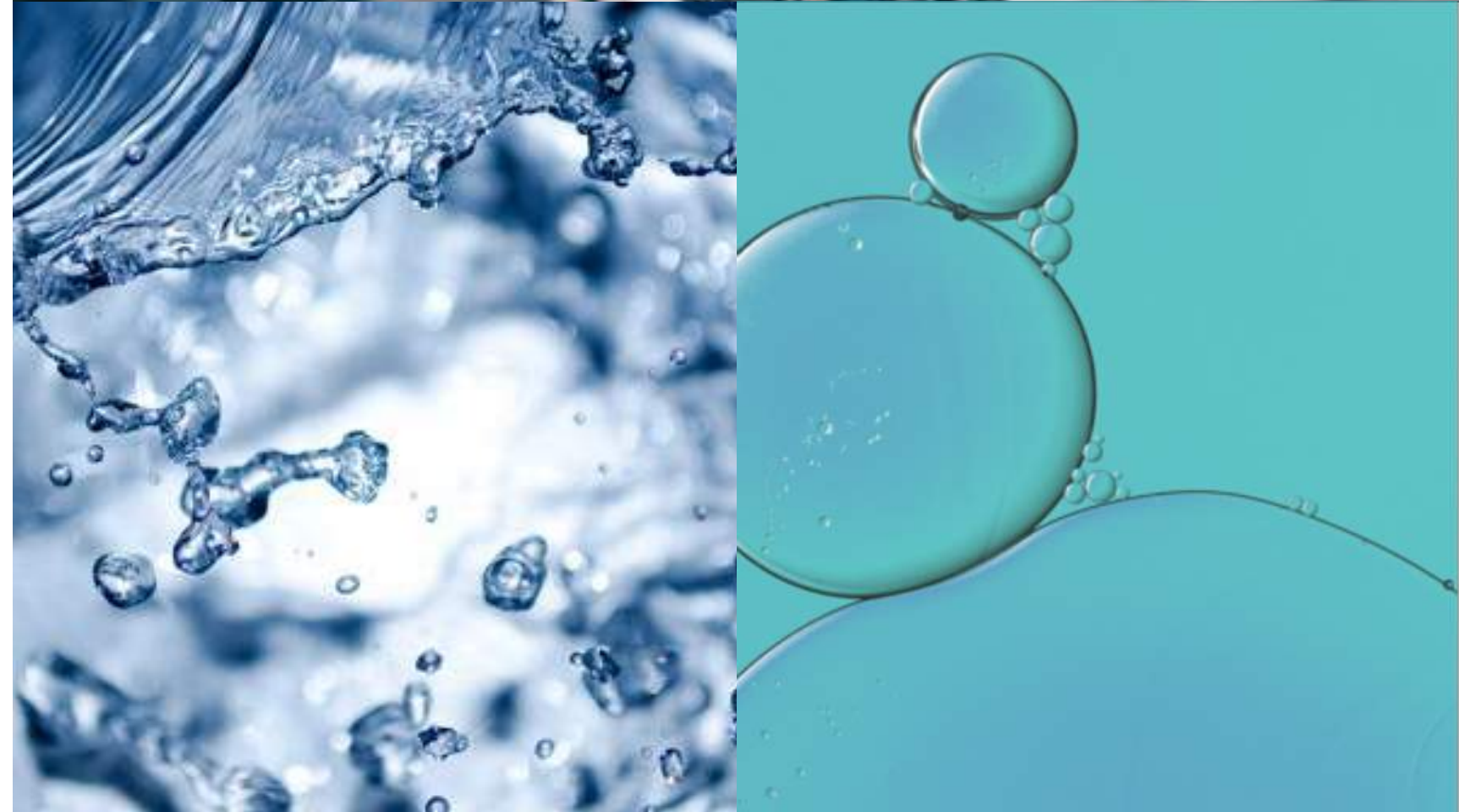


BEVCANNA 

COMPLIANCE

General Regulatory Parameters on Infused Products:

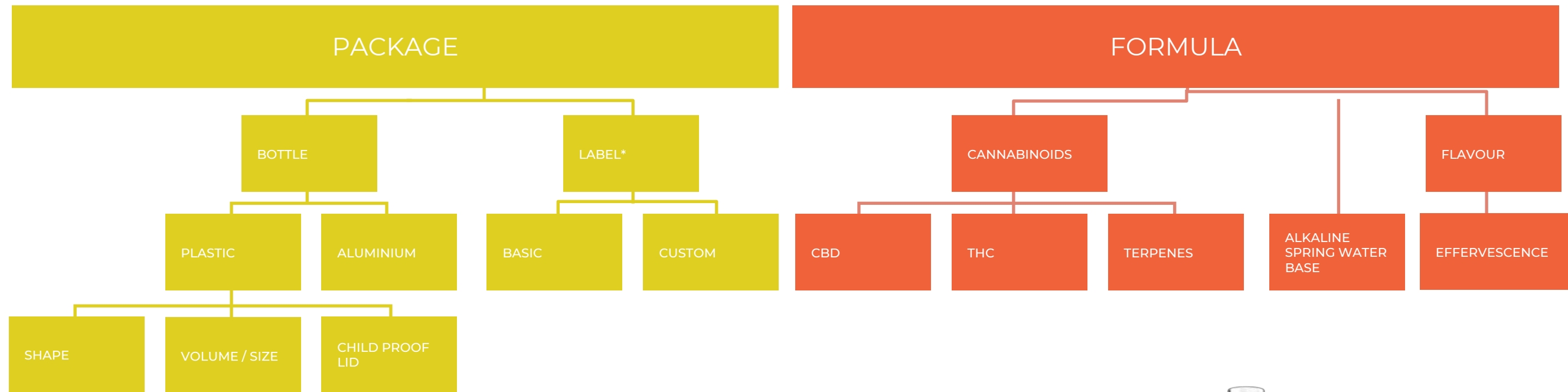
- Maximum 10mg THC per unit / 1000mg CBD
- No more than 30mg caffeine (must be naturally occurring)
- No health, disease risk reduction, nutrient content, or dietary benefit claims
- No association to alcohol
- Must not use flavours appealing to youth
- Require no refrigeration, and be stable for min. of 3 mo.



PROPOSED BEVERAGE MENU

PRODUCT TIERS

- PREMIUM
- ECONOMICAL
- CRAFT / SMALL BATCH



*Based on regulated allowances





THANK YOU

www.bevcanna.com
info@bevcanna.com

1672 West 2nd Ave, Vancouver BC

BEVCANNA 