The Cold Pour / serve ritual kit

THE RITUAL / SCOPE



Heritage Cold Pour ritual with the official 80th bottle. Concept reference only. Lettering and label details require approved artwork; supplied emblems are used as exact copies, never redrawn.

The ritual

The Cold Pour is a proposed serving ritual, not a product line or new formulation: a frosted signature chalice, one steady pour and a clean collar of foam, handed to the guest label-forward. Nothing is added to the glass. Corona owns the lime. Carib owns the cold pour.

Where it is served

Only with the Carib Heritage line (including the official 80th Anniversary bottle) and the Caribbean Gold line. The former Cold Pour cans, bottles and six-packs, the illustrated Goddess Calypso line, the Heritage Crest and Solar Modernist directions and all garnish concepts are archived and are not part of this edition.

Serve boundary

No fruit, wheel, twist or garnish of any kind, and no change to the lager recipe. Chill the chalice and the lager; serve in a standard glass or bottle if a chilled chalice is unavailable. Validate service time, hygiene, glassware handling, breakage and cost before rollout.

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PROPOSED BARTENDER TRAINING / VALIDATE BEFORE ADOPTION

01 / Frost

Chalice chilled to near freezing, rinsed cold and checked clean. Frosting equipment and timings are test specifications, not approved operating limits.

02 / Pour

One steady pour at 45°, straightening to finish with a two-finger collar of foam. Proposed beer temperature 36–38°F is a test specification, not an approved operating limit.

03 / Present

Hand the chalice over label-forward and name the line: “Carib Heritage” or “Caribbean Gold — Premium Lager, poured ice-cold.” Nothing is offered or added. Never serve under-21 guests.

Fallback

If a chilled chalice is unavailable or broken, serve in a standard glass or the bottle. The fallback is a standard serve, not a second ritual.

Training validation

Proposed 10-minute module, three demonstration pours and an 8-question quiz (7/8) require trade approval. Follow approved venue food-safety and glassware-handling controls.

Training film

A 10-second bartender pour clip (Caribbean Gold bottle to chalice, ending on the brand card) accompanies this kit in the Pitch Hub as a draft for review, not a training standard.

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LAUNCH PHASES / COMMERCIAL RELEASE

Q4 2026 · Define & clear / $150K–$250K

Rebaseline elapsed Q3 activity. Clear line names, labels, consumer comprehension, chalice specification, chilling equipment, supplier feasibility and pilot scope.

Q1 2027 · Pilot & learn / $200K–$350K

Bounded adult-guest trial in approved accounts: ice-cold chalice pour against a standard bottle serve. Train staff; measure preference, service time, hygiene, breakage and repeat intent.

Q2 2027 · Launch selectively / $600K–$1M

Only after Carib approval: trained-account draught and bottle chalice service for Heritage and Caribbean Gold, plus a matched 12oz can six-pack test. Proposed Miami / Southeast start.

Q3 2027 · Earn expansion / $400K–$800K

Reorder-led distribution and adult-audience Caribbean Week activity. Hold 12-packs and 19.2oz cans unless evidence supports them.

Q4 2027 → 2028 · Keep what works / $100K–$200K

Review performance; retire the 80 Years · 1947–2027 seal after 2027, approve evergreen artwork and keep the chalice pour as the evergreen serve if evidence supports it.

The phase ranges total $1.45–2.60M, excluding CapEx. They remain illustrative allocations, not Carib-approved figures or a vendor-costed budget. Historical $1M New Belgium and $40M Brahma examples differ in scale, scope and timing; they do not validate these allocations.

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LINE AND ACCOUNT READINESS



Caribbean Gold line. Concept reference only. Lettering and label details require approved artwork; supplied emblems are used as exact copies, never redrawn.

Before first chalice order

Approve the chalice design for each line (Heritage marks for Carib; the exact supplied gold medallion for Caribbean Gold), supplier feasibility, gold-rim wash durability, breakage allowance and chilling equipment.

Before first pour

Approve service time, hygiene, glassware handling and costs; train staff and document the standard-serve fallback. No garnish is tested or offered.

Before broader distribution

Confirm pricing, tax eligibility, inventory, measurement and actual account reorders. The launch envelope excludes CapEx; gates require separate Finance/GM approval.

Research provenance

Carried forward from research checked 28 Oct 2026; not newly reverified. Broad margin, trade-spend and co-packer cost assumptions remain unverified.

TTB · federal excise and eligibility · Florida · malt beverage tax