

1947 — 2027 · EIGHTY YEARS OF CARIBBEAN BREWING

The Carib Cold Pour: a Wider Stage for a Caribbean Original

Ice-cold chalice pour · 80th-anniversary US launch · Heritage and Caribbean Gold · nothing added

EXECUTIVE PITCH · GENERAL MANAGER, CARIB INTERNATIONAL

THE MOMENT

Eighty years earns trust. The Cold Pour earns habit.

The 80th (2026–27) is the engine that earns trust; Cold Pour is the permanent ritual it carries into US bars. Goal: mainstream status, not first-year profit.

80 years of brewing pedigree, Trinidad & Tobago to the US mainland

1947 the founding year that anchors every pack, pour and pitch

2027 the anniversary year for a proposed selective launch

BREWED IN AMERICA

Cape Canaveral, Florida

Proposed bottle and keg supply from Cape Canaveral. Verify producer and origin per SKU; Caribbean heritage does not make US-brewed stock an import.

THE STRATEGY

The niche-to-mainstream arc

Three deliberate moves — each one widens the audience without diluting what makes Carib, Carib.

TODAY

Caribbean community roots

Build from Caribbean-American advocates. Test broader appeal rather than assuming demand beyond the existing audience.

WHERE WE ARE

→

2026

Cultural pride, amplified

The Cold Pour: a proposed ice-cold chalice ritual for Heritage and Caribbean Gold. The 1947–2027 anniversary is its launch layer.

BUILD THE NOISE

→

2027+

Mainstream premium ambition

Test Carib alongside premium lager benchmarks. Wider appeal, premium pricing and repeat demand remain objectives, not proven results.

WHERE WE WIN

THE BENCHMARK TRIAD

Channel three benchmark disciplines.

Each benchmark contributes one discipline; together they define the Carib playbook.

CORONA

Own the ritual

Corona owns the lime. Carib owns the cold pour: an ice-cold chalice pour, nothing added (proposed; pilot before rollout).

MODELO ESPECIAL

Elevate the heritage

Authentic roots elevated into universal status, with regal packaging cues that command the shelf.

STELLA ARTOIS

Honour the craft

Precision craftsmanship and chalice discipline. Test willingness to pay; assume no premium uplift.

One brand. Three disciplines. Zero imitation — the Caribbean original, done properly.

BENCHMARK 1 OF 3

Corona

Owning vibrant tropical warmth — and the ritualised serve.

- Corona owns the beach because it owns a ritual: the lime, the clear bottle, the sunset.
- Carib's answer is the Cold Pour — an ice-cold lager in a frosted chalice, nothing added; validate the proposed serve.
- Every on-premise account becomes a stage: frosted glassware, the steady pour, the foam collar, the moment.

80TH ANNIVERSARY LENS **The 80th birthday gives the Cold Pour its debut season — a proposed 2027 debut, subject to pilot approval.**

WHAT WE TAKE

"The serve is the advertising."

BENCHMARK 2 OF 3

Modelo Especial

Elevating authentic heritage into universal status.

- Modelo proved a culturally rooted brand can become America's top-selling beer without abandoning its identity.
- Carib's 80 years of Trinidadian brewing pedigree is the same raw material: pride first, translation second.
- Regal packaging cues — crest, gold foil, 'EST. 1947' — signal status to consumers who have never been to the islands.

80TH ANNIVERSARY LENS 1947–2027 is printed on every pack: the anniversary turns heritage into a date consumers can see and toast to.

WHAT WE TAKE

"Heritage is a status symbol, not a footnote."

BENCHMARK 3 OF 3

Stella Artois

Lagering pedigree, precision craft — and the chalice.

- Stella built premium on European lagering discipline and a glassware ritual that made the serve an event.
- Carib pairs its own lagering craft with the commemorative chalice: gold-rimmed, frosted, unmistakably Caribbean.
- The chalice programme tests guest preference and repeat intent; no premium or margin uplift is assumed.

80TH ANNIVERSARY LENS The limited-edition 80th chalice and gift pack make the anniversary a collectible, not just a campaign.

WHAT WE TAKE

“Craft justifies the premium.”

Two branded lines. One 80-year story.



Caribbean Gold

The supplied gold Calypso medallion, used exactly as supplied. Navy and gold: CARIB – CARIBBEAN GOLD – PREMIUM LAGER – EST. 1947. Served with the ice-cold chalice pour.



Caribbean Spirit

The supplied steelpan-player emblem with conch, palms, sunset and waves. Teal and bronze: CARIB – CARIBBEAN SPIRIT – PREMIUM LAGER. A proposed line outside the ritual pilot.

The official 80th Heritage bottle leads the anniversary. Both lines are proposals; the 1947–2027 seal retires after 2027.

Two lines. One ritual.

- **CARIB / CARIBBEAN GOLD / PREMIUM LAGER**

  Masterbrand first, line second, PREMIUM LAGER and EST. 1947 beneath. The official 80th Heritage bottle and Caribbean Gold carry the pour.

- **12oz can and six-pack**

  Proposed initial retail pack. Co-packer feasibility, label review and signed proofs before production.

- **Bottle and draft pilot**

  Cape Canaveral supply, matching neck label and tap handle; frosted chalice, nothing added.

- **Anniversary, then Caribbean Gold**

  1947–2027 seal retires after 2027. Hold 12-packs and tallboys until reorder evidence supports expansion.



OPERATIONAL ROADMAP

A phased manufacturing model that scales with demand

PHASE 1

2026–27 · Prove it

Proposed Cape Canaveral bottles/kegs and East Coast co-packer cans. Validate site capability, labels, lead times and quality before the pilot.

PHASE 2

2027 · Selective scale

Cape Canaveral anchors on-premise; co-packers scale cans only on pilot and reorder evidence. Hold unsupported formats.

PHASE 3

2028+ · Evaluate

Evaluate in-house lines on verified demand, supplier quotes and incremental economics. No full-margin gain or procurement is assumed.

Planning windows only. Co-packer flexibility precedes capital; bespoke bottles require separate feasibility.

INVESTMENT DISCIPLINE

Three CapEx gates — capital follows proof, not hope

GATE 1

$3.5M

Cellar & fermentation expansion

User-briefed amount; supplier scope and capacity diligence required before approval.

GATE 2

$5.0M

High-speed rotary canning line

User-briefed amount; may be below comparable high-speed project scope. Obtain quotes.

GATE 3

$4.0M

Automated bottling & foil packaging

User-briefed amount; bottling/foil comparison range remains unverified.

Simulator triggers request diligence, not spending authority. Costs remain $12.5M total; launch budget is separate.

Public context. Explicit assumptions.

≈42¢

Conditional FL-sale tax
$9.19 per half-barrel keg
Confirm $3.50/bbl eligibility

TTB; Fla. Stat. 563.05

≈18%

Share of US beer that is imported
in a $113B market, volume −5.7% in 2025

Beer Institute; Brewers Association

$1–40M

Historical launch examples
$1.45–2.60M remains illustrative; excludes CapEx

Different scales and dates; not budget validation

Research carried forward, checked 28 Oct 2026 · linked sources in speaker notes · not approved Carib figures

EQUIPMENT REALITY CHECK

Three gates. Three scope checks.

CONTEXT ONLY

Gate 1 · Cellar & fermentation

$3.5M

Benchmarks $3–12M

Widmer $3M for four 1,750 bbl tanks; Boulevard $12M for +75–80K bbl

LOW

Gate 2 · High-speed canning

$5.0M

Benchmarks $13–28M

Genesee $28M; Carlsberg €12M. Different scopes and currencies; $5M needs quotation.

UNVERIFIED

Gate 3 · Automated bottling & foil

$4.0M

Est. $8–20M · unverified

Asahi project cost undisclosed. $8–20M is an unverified assumption, not a quote.

Historical projects differ in scope and currency · bottling band unverified · supplier quotations required

Ice-cold. Nothing added.

Cold Pour: a serving ritual, not a product line.

Frosted signature chalice, steady pour.
Clean two-finger foam collar.
No fruit, no garnish, no gimmicks.
Pilot chalice pour vs standard bottle serve.
Validate safety, waste and economics.



Define. Pilot. Earn the rollout.

Q4 2026: define / $150–250K.

Q1 2027: pilot / $200–350K.
Q2: selective launch / $600K–$1M.
Q3: earn expansion / $400–800K.
Q4→2028: review / $100–200K.
Illustrative total $1.45–2.60M; no CapEx.



Every flight points to a cold pour. Every dollar is measured.

FIND

Film cut-downs on connected TV and streaming in Miami, Orlando and Tampa, aimed at adults who already buy imported lager.

LOCATE

Mobile and audio near pilot venues and stockists, a where-to-buy locator and QR table tents listing trained Cold Pour venues.

PROVE

A matched-market test against Jacksonville and Atlanta, read weekly against distributor depletions in the War Room.

The bar to clear: about 7,500 attributable extra cases from the $420K anniversary flight, retained towards 2030. At $2.64 a case, 2027 margin alone would need about 159,000.

Inside the proposed $610K Digital & OOH envelope · no change to the $1.65M · 2028 Caribbean Gold support ($220K a year) released only if the test clears the hurdle · adults 21+ only · EMV not counted.

THE ASK

Make 2027 the year America discovers Carib.

- Fund year one ($1.45–2.6M est.) as brand building, judged on reach to 2030
- Endorse the Cold Pour ritual and 80th launch; Gate 1 ($3.5M) diligence only
- Authorise pack and chalice-pour pilots; release capital on evidence
- Approve a measured digital test inside the anniversary budget; judge 2028 support on its result

Good people. Great beer. A brighter tomorrow.



Measured weekly. Decided quarterly.

Rhythm	Tools (examples)	Metric to act on	Action it triggers
Daily	Ad platforms and ad server (e.g. The Trade Desk, Google Campaign Manager 360, Meta)	Pacing; cost per locator visit by market; adult-audience share	Shift budget between markets weekly; pause any placement below 73.8% adults
Weekly	Distributor depletion data (e.g. VIP) and scan data (e.g. NielsenIQ, Circana)	Cases per account per week, treated vs control markets	Flag accounts for extra sampling or bartender training
Weekly	Where-to-buy tool (e.g. MikMak, Destini) and QR scans	Locator searches, directions and add-to-cart by market	Fix stock gaps with distributors before spending more
Quarterly	MarketMix 2030 geo-lift and the War Room	Incremental cases and lift against control	Go / hold decision for 2028 support

Decision rule: Release the 2028 Caribbean Gold digital programme only if the Q3 2027 readout shows a clear positive lift in the treated markets against the controls and the annualised incremental cases meet the value hurdle. Otherwise hold at measurement-only spend.

Impressions, views, follower counts, platform ROAS and EMV are context only. Vendor names are examples, not purchase recommendations.