

**HALF-SEAS**  
SPARKLING COCKTAILS

COCKTAILS THAT SPARKLE



*Half-Seas*  
**SPARKLING  
COCKTAILS**



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*Half-Seas Sparkling Cocktails are bubbly canned cocktails made with premium ingredients (like real distilled spirits and pure cane sugar) and a touch of effervescence. Craft cocktail quality anytime, anywhere— but best enjoyed in the company of friends.*

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- *Half-Seas Sparkling Cocktails are bubbly canned cocktails made with premium ingredients (like real distilled spirits and pure cane sugar) and a touch of effervescence.*
- *Craft cocktail quality anytime, anywhere— but best enjoyed in the company of friends.*
- *The term “half-seas over” dates back to 18th century sailing. It was used to describe heavily stocked ships that they sat low enough in the water for small waves (or “half-seas”) to wash over the deck. As time went on, the term became more popularly used to describe a sailor who has had a few too many drinks wash over him*
- *The term represents the leisure and pleasure of imbibing. Half-Seas Sparkling Cocktails provide the same feeling.*
- *Half-Seas Sparkling Cocktails are the brainchild of the Scrappy’s Bitters collective, and in that same vein, a product of years of research, development, and dedication to the perfection of our craft. Half-Seas Sparkling Cocktails are made by Black Magic Beverages, LLC in Seattle.*







# Half-Seas Paloma

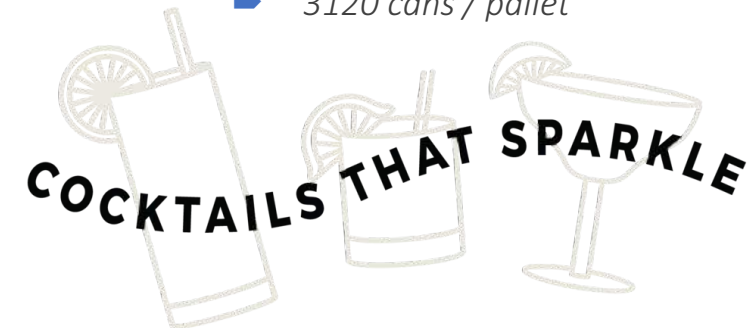


- *Despite being the most popular tequila-based cocktail in Mexico little is known about the origin of the Paloma other than that it was made by mixing tequila with grapefruit soda.*
- *The Half-Seas Paloma Sparkling Cocktail takes this tradition a step further by mixing the finest Mexican tequila with our own all-natural refreshing grapefruit soda, pure cane syrup, and zesty lime.*

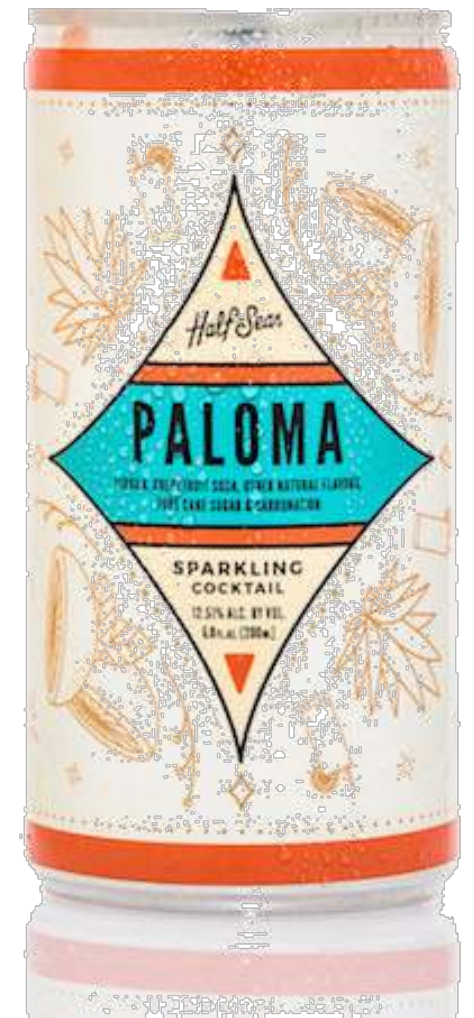


## Specifications

- 12.51% abv
- 200ml
- Case: 12 x 4 pack / 48 cans per case
- 65 cases / pallet
- 3120 cans / pallet



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# Half-Seas Bramble

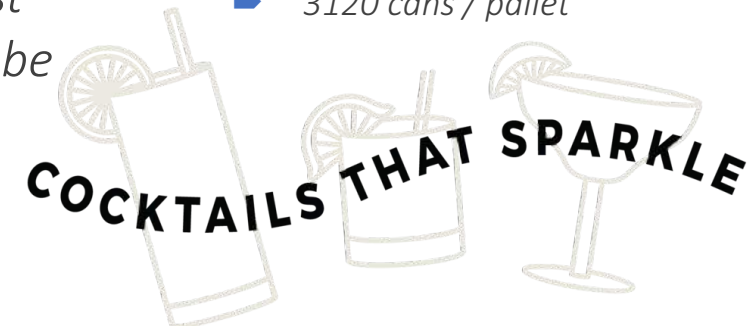


- *The Bramble is a cocktail created in 1980s London, as a result of a wave that was sweeping the bartending scene in the British capital. Best described as a spring cocktail, the original Bramble brings together dry London gin, citrus, and berries.*
- *The Half-Seas Bramble Sparkling Cocktail pays tribute to that original recipe, with dry London gin, juicy berries, tart citrus, and the added twist of effervescence that makes it sure to be an instant classic.*



## Specifications

- 12.27% abv
- 200ml
- Case: 12 x 4 pack / 48 cans per case
- 65 cases / pallet
- 3120 cans / pallet









# Half-Seas Daiquiri

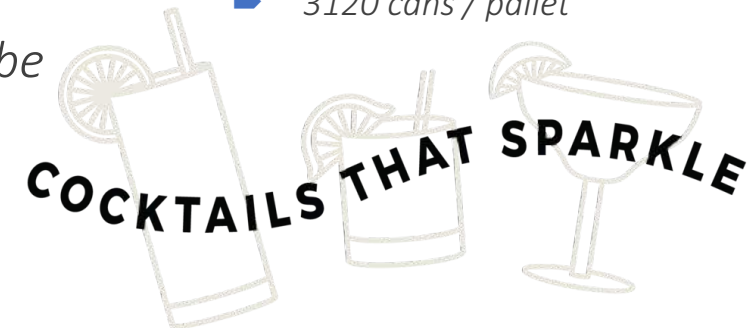


- The Daiquiri is arguably one of the most well-known cocktails in the world. Similar to the “grog” of British sailors in the late 1700s which included rum, water, lime, and sugar, the Daiquiri was refined as a cocktail and popularized in early 1900s New York.
- The Half-Seas Daiquiri Sparkling Cocktail remains true to the original ingredients, with white rum, tart limes, sweet pure cane sugar, and the added twist of effervescence.
- Refreshing, easy to drink, and sure to be a favorite.

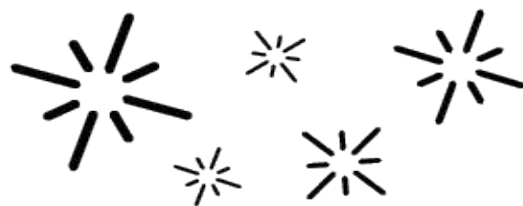


## Specifications

- 12.34% abv
- 200ml
- Case: 12 x 4 pack / 48 cans per case
- 65 cases / pallet
- 3120 cans / pallet







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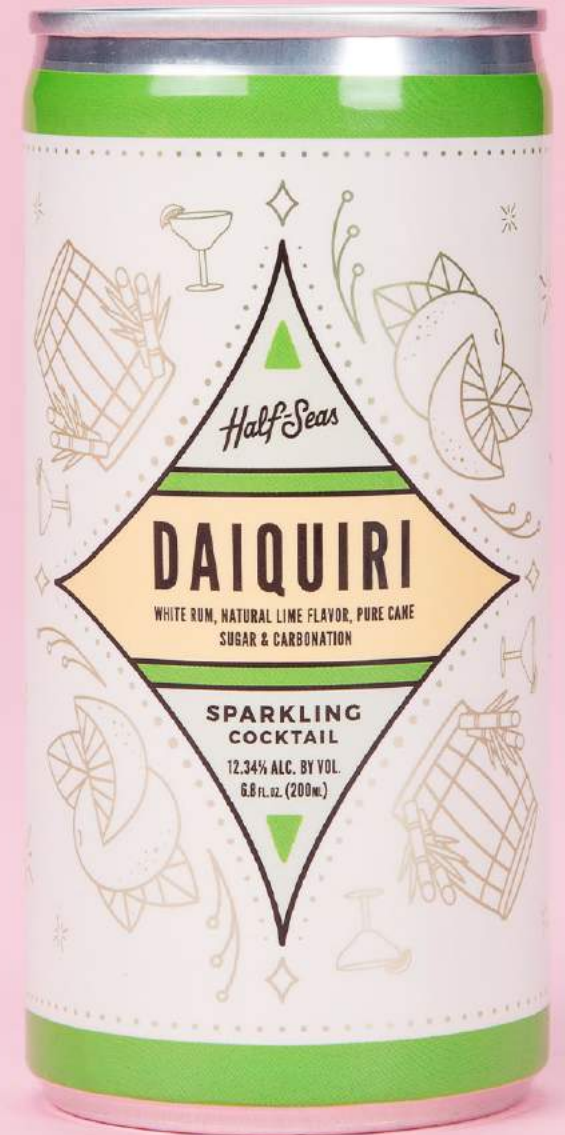
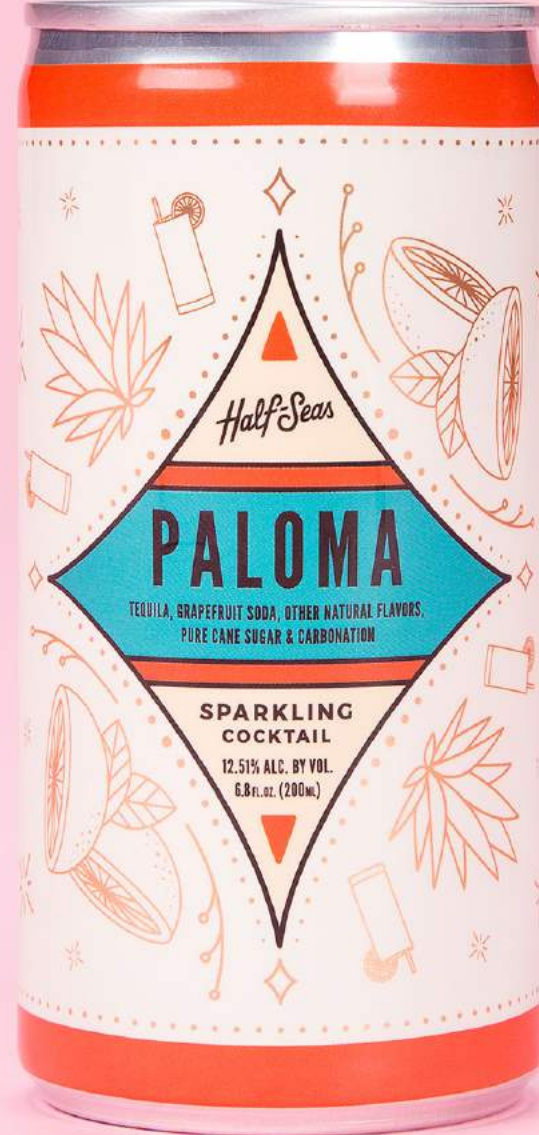
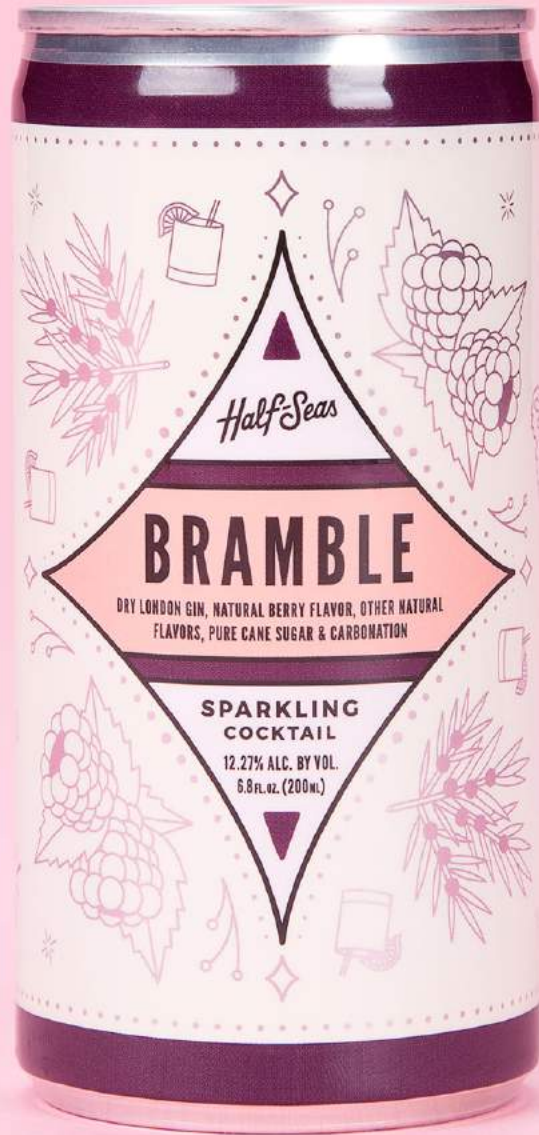


# Branding & Packaging



Paloma – Bramble – Daiquiri  
carry pack  
4x200ml

Bramble— Paloma— Daiquiri  
Individual can 200ml





Merchandising

Display

Stocking







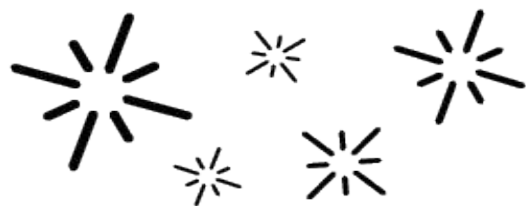
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*"The only hard part with Half-Seas is deciding your favorite.."*

*Seattle Magazine – 21/Jun/2018*  
*[seattlemag.com/eat-and-drink/canned-cocktails-your-summer-picnic-needs](http://seattlemag.com/eat-and-drink/canned-cocktails-your-summer-picnic-needs)*

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