

EXECUTIVE BUSINESS PLAN

Royal Water Beverages

Premium Hydration. Reimagined.

North Carolina Appalachian Mountain Spring Water
Canned for the Modern Era

MAY 2026 · CONFIDENTIAL

01

EXECUTIVE SNAPSHOT

The Opportunity in One Line

A highly scalable, domestically sourced premium water brand built to disrupt the \$340B global market through 100% recyclable aluminum packaging, lifestyle marketing, and superior Appalachian source quality.

\$340B

TOTAL ADDRESSABLE MARKET

1B/yr

GALLON SOURCE CAPACITY

100%

RECYCLABLE ALUMINUM

95%

ENERGY SAVINGS VS. VIRGIN

Royal Water Beverages redefines premium hydration by combining the purity of North Carolina Appalachian Spring Water with infinitely recyclable aluminum. We are positioned at the exact intersection of the consumer shift toward health, premiumization, and strict sustainability.

02

BRAND STORY & POSITIONING

Royalty in Every Sip.

Water is the ultimate luxury. Royal Water Beverages was born from the conviction that premium hydration should not come at the expense of our oceans, nor should sustainable water compromise on aesthetic and lifestyle appeal. Sourced from a pristine Appalachian aquifer, our brand elevates the daily ritual of hydration into a statement of modern luxury, responsibility, and taste.

MISSION

To eradicate single-use PET plastic from premium hospitality and retail by providing a superior domestic water in infinitely recyclable formats.

VISION

To become the definitive modern hydration lifestyle platform, setting the global standard for sustainability, aesthetic, and source quality.

VALUES

- 👑 Uncompromising Purity
- 👑 Infinite Sustainability
- 👑 Cultural Disruption
- 👑 Regal Aesthetic

SUGGESTED BRAND SLOGANS

👑 Heavy is the Crown. Pure is the Water.

- 👑 The New Gold Standard of Hydration.
 - 👑 Appalachian Born. Aluminum Bound.
 - 👑 Hydrate Like Royalty.
 - 👑 The Crown of Modern Hydration.
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03

THE MARKET OPPORTUNITY

A \$340B Category Ready for Disruption

The global packaged water and premium hydration market is experiencing a massive paradigm shift. Consumers are aggressively rejecting single-use PET plastics while simultaneously demanding premium, functional, and aesthetically elevated hydration options.

The Aluminum Imperative

Aluminum provides a 100% closed-loop recycling profile, requiring 95% less energy to recycle than to produce virgin material. Unlike PET, which degrades, aluminum is infinitely recyclable, aligning perfectly with aggressive corporate ESG mandates in retail, hospitality, and cruise sectors.

Consumer Shift

Premiumization is driving category growth. The modern consumer views their beverage choice as a badge of identity. Legacy brands (Fiji, Evian) carry heavy carbon footprints, while aggressive disruptors (Liquid Death) alienate premium luxury spaces. Royal Water threads the needle.

TARGET DEMOGRAPHICS

Values-driven purchasers willing to pay a premium for verified sustainability and strong aesthetic.

Luxury hotels, cruise lines, and fine dining seeking to eliminate

High-performers who view hydration as a foundational element of health and status.

PET without losing the luxury feel.

04

COMPETITIVE POSITIONING

Elevated Above the Noise

BRAND	PREMIUM AESTHETIC	100% SUSTAINABLE	LIFESTYLE BRAND	DOMESTIC SOURCE QUALITY
Royal Water	👑 High	👑 Yes (Aluminum)	👑 Yes	👑 Appalachian Spring
Liquid Death	Low (Punk)	Yes (Aluminum)	Yes	Varies (Alps/US)
Fiji Water	High	No (PET)	Yes	No (Fiji / High Carbon)
Smartwater	Medium	No (PET)	No	No (Municipal)
Boxed Water	Medium	Partial (Carton)	Medium	No (Municipal)

WHERE WE WIN

- 👑 **The "White Space" Positioning:** We capture the sustainability of Liquid Death but execute with the refined elegance of Fiji.
- 👑 **Domestic Supply Chain:** North Carolina sourcing eliminates trans-oceanic carbon emissions and extreme freight costs.
- 👑 **Omnichannel Readiness:** Visually suited for a nightclub VIP table, a Michelin-star restaurant, or a premium grocery shelf.
- 👑 **Authentic Source:** True mountain spring water, not filtered municipal tap water.

A Uniform House. Every Format.

Our initial rollout focuses on four core SKUs designed to dominate the premium hydration tier, engineered specifically for high-volume retail and closed-loop hospitality systems.

HIGH VELOCITY

12 oz Still

Sleek Aluminum · 355 mL

The everyday standard. Optimized for airlines, fast-casual, and retail multi-packs. Aggressive margin profile.

PREMIUM CORE

16 oz Still

Sleek Aluminum · 473 mL

The flagship format. Designed for single-serve retail, c-stores, and active lifestyle hydration.

MIXOLOGY & DINING

12 oz Sparkling

Carbonated Sleek Aluminum · 355 mL

Crisp carbonation catering to the soaring sparkling water demand. Perfect for premium on-premise channels.

LUXURY TIER

750 mL Glass

Artesian Frosted Glass

The ultimate table-stakes SKU for fine dining, luxury suites, and ultra-premium hospitality environments.

FUTURE EXTENSIONS PIPELINE

Electrolyte-infused recovery formats, natural botanical flavor extensions (e.g., Blood Orange, White Peach), and adaptogen-enhanced wellness hydration.

Culture Over Commercials

MOTORSPORT & LIFESTYLE

Targeting F1, premium track events, and high-net-worth experiential marketing to cement luxury positioning.

FASHION & HOSPITALITY

Partnerships with boutique hotels, runway shows, and exclusive gallery openings.

SOCIAL & VIRAL

High-aesthetic, user-generated content driving digital word-of-mouth and organic discovery.

TARGET PARTNERSHIP ARCHETYPES

We target cultural architects across sports, fashion, and music to validate the brand:

- 👑 Lewis Hamilton (F1 / Sustainability)
- 👑 Hailey Bieber (Fashion / Wellness)
- 👑 LeBron James (Athletics / Cultural Capital)
- 👑 Travis Scott (Music / Disruptive Youth)
- 👑 Naomi Osaka (Sports / Premium Lifestyle)
- 👑 Zendaya (Fashion / Gen Z Influence)

VIRAL CAMPAIGN CONCEPTS

- 👑 **"Crown Your City"** - Geofenced guerrilla drops of limited-edition gold cans in major metros.
- 👑 **"The PET Purge"** - A social movement challenging consumers and creators to swap out their plastic bottles for Royal Aluminum.
- 👑 **"Liquid Gold"** - Finding hidden 'Crown' cans for exclusive lifestyle experiences and VIP access.

Omnichannel Scalability

A phased, disciplined distribution roadmap focusing on high-visibility anchor accounts before expanding to mass retail.

PHASE 01

The Crown Drop

Anchor partnerships in Cruise/Hospitality. Southeast regional launch targeting premium NC/FL accounts. DTC activation.

PHASE 02

Royal Reserve

National expansion via Amazon, premium grocery (Whole Foods, Erewhon), and high-end fitness chains (Equinox).

PHASE 03

First Pour Tour

Mass retail distribution (Target, C-Stores), festival sponsorships, and initial international logistics.

CORE DISTRIBUTION CHANNELS

- 👑 **Direct-to-Consumer:** High-margin subscription models for loyalists.
- 👑 **Amazon & E-Commerce:** Optimized case shipments capitalizing on aluminum's durability.
- 👑 **Hospitality & Hotels:** Replacing mini-bar and poolside plastics.
- 👑 **Grocery & Premium Retail:** Capturing shelf space in the highly profitable premium water set.
- 👑 **Gyms & Wellness:** Placement in premium recovery spaces.
- 👑 **Events & Festivals:** Exclusive pouring rights at ESG-conscious events.

Built for Industrial Scale

The Appalachian Asset

Our operational footprint is anchored in Winston-Salem, NC, with immediate access to a deeply defensible Appalachian aquifer. This strategic domestic location allows for optimized rail, truck, and port-connected logistics.

- 👑 **Footprint:** 170,000 sq ft production and warehousing space.
- 👑 **Capacity:** Up to 2.5M gallons/day yielding an expandable 1B gallons/year.
- 👑 **Source Control:** Long-term land and source-side expansion planning secures future defensibility.

SOURCE-TO-SHELF CHAIN

1. **Extraction:** Sustainable yield from NC Appalachian Spring.
2. **Packaging:** Immediate canning into 100% recyclable aluminum.
3. **Logistics:** Domestic rail/truck distribution (eliminates ocean freight FX/delays).
4. **Recovery:** Closed-loop recycling initiatives with anchor hospitality partners.

09

FINANCIAL HIGHLIGHTS

A Path to High-Margin Velocity

METRIC	2027 (OPS YEAR 1)	2028	2029	2030	2031
Gross Revenue	\$40M	\$80M	\$120M	\$250M	\$350M+
EBITDA Margin	~10% (\$4M)	~20% (\$16M)	~22% (\$26M)	~22% (\$55M)	~25% Expansion

Targeting sub-\$10.50 per 24-pack (FOB NC) at scale. Early anchor cruise/hospitality volumes provide immediate overhead absorption, driving a highly accelerated path to operational break-even within Year 1 of full deployment.

High-aesthetic branding drives organic vitality, lowering initial CAC, while subscription DTC and B2B auto-replenishment generate compounding LTV. Marketing spend is highly focused on conversion at the retail shelf.

10

CAPITAL & INVESTMENT

Fueling the Crown

We are executing a strategic capital raise to transition from pilot validation to full-scale national production and brand dominance.

CAPITAL ALLOCATION

- 👑 **Production & Scale:** Facility upgrades, automation, and source acquisitions.
- 👑 **Brand & Marketing:** Experiential launches, influencer equity, retail slotting.
- 👑 **Working Capital:** Inventory runway, raw materials,

TARGET INVESTOR PROFILES

- 👑 **Strategic Beverage PE:** Smart money with distributor relationships.
- 👑 **Lifestyle & Consumer VC:** Specialists in disruptive CPG.
- 👑 **Celebrity/Athlete Syndicates:** Cap table members who actively drive cultural relevance.

EXIT HORIZONS

- 👑 **Strategic Acquisition:** Primary target for legacy beverage conglomerates needing an ESG/Premium portfolio patch.
- 👑 **IPO Potential:** Viable at \$250M+ revenue threshold.
- 👑 **Licensing:** High-yield royalty streams via global co-packing.

logistics
buffering.

11

LEADERSHIP TEAM

Operators, Not Optimists

Royal Water Beverages is supported by a leadership bench spanning premium hydration, national retail distribution, hospitality, supply chain execution, and beverage brand scaling.

CHIEF EXECUTIVE OFFICER

Vincent “Coco Vinny” Zaldivar

CEO/Founder, CocoLove

Premium hydration operator with experience in national retail distribution and premium beverage brand building.

cocovinny@cocolovewater.com

CHIEF MARKETING OFFICER

Ernie B. Manansala Jr.

CMO, CocoLove

Former Global CMO across Neft Vodka, BlueTriton / Primo, Nirvana Water Sciences, and NOS Energy Drink, bringing category-shaping brand and growth expertise.

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STRATEGIC OPERATIONS ADVISOR

Skylar Williams

Beverage and consumer goods operator focused on brand growth, supply chain execution, and key-account development across hospitality and retail channels.

OPERATIONS & BUSINESS DEVELOPMENT

Jared Cruze

30+ years of hospitality and beverage leadership spanning operational excellence, crisis navigation, and business

development. U.S. Army veteran —
OIF & OEF.

12

STRATEGIC ANALYSIS

SWOT Overview

STRENGTHS

- 👑 Domestic, defensible water source.
- 👑 Premium visual identity.
- 👑 100% infinitely recyclable aluminum format.
- 👑 Insulated from oceanic freight volatility.

WEAKNESSES

- 👑 Initial capital requirements for scale.
- 👑 New entrant in a highly crowded legacy market.
- 👑 Aluminum supply chain reliance.

OPPORTUNITIES

- 👑 Massive corporate push away from PET.
- 👑 Brand extension into functional/wellness hydration.
- 👑 White-label and co-branding for luxury hospitality.
- 👑 International franchising of the brand IP.

THREATS

- 👑 Legacy brands (Evian, Dasani) pivoting to aluminum.
- 👑 Commodity price fluctuations in raw aluminum.
- 👑 Aggressive retail slotting fee environment.

From Water Brand to Lifestyle Platform

Royal Water Beverages is not just selling hydration; we are building a cultural ecosystem. As we scale, our roadmap transitions the company from a single-category disruptor into a diversified lifestyle platform.

👑 **Functional Beverage Expansion:**

Leveraging the brand equity to launch high-margin wellness products (adaptogens, recovery).

👑 **Luxury Licensing:** Co-branded execution with ultra-luxury hotel chains, elite sports leagues, and high-fashion houses.

👑 **International Expansion:** Replicating the domestic model via strategic source-and-can partnerships in Europe and the Middle East, maintaining the low-carbon local distribution ethos.

"The Crown of Modern Hydration."



Royal Water Beverages

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