



**WE MAKE
AMAZING,
FAST**



CRAFTSTANDARD.COM



INTRODUCING



CRAFT STANDARD READY TO DRAFT™
Patent-Pending Keg Filling Solution &
Ultra Premium Mixes

**DELIVERS ULTRA PREMIUM, READY-TO-DRAFT,
ON-PREMISE COCKTAILS, AT SCALE**

DRAFT COCKTAILS INCREASE PRODUCTIVITY AND PROFIT
Consistently serve better drinks faster,
while lowering costs.

- 30%+ productivity from selling more drinks
- 30%+ profit increase per drink sold
- Virtually eliminates shrink (25%+ industry average)

IT'S TIME TO GET BACK TO ENJOYING LIFE AGAIN.

Consumers want it all NOW—
and accept no compromises.

Meeting the high-speed
demands of a busy bar
with consistently great
tasting cocktails is
virtually impossible.

UNTIL NOW...



TURNKEY EXECUTION WITH OUR READY TO DRAFT SPIKER™



With this Spiker™ brand funnel you can make amazing cocktails, fast. We call it the Spiker™ brand funnel because that's exactly what you're doing - Spiking the keg of mix with preferred spirits.

ULTRA PREMIUM MIXES DELIVER SUPERIOR TASTE & CONSISTENCY



HERE'S HOW IT WORKS FOR EVERY CRAFT STANDARD ULTRA PREMIUM MIX KEG:

1



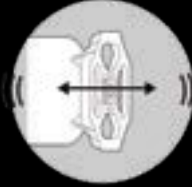
**ATTACH SPIKER:
PUSH DOWN
QUICKLY & TURN
CLOCKWISE**
PRESSURE WILL
RELEASE.

2



**FILL WITH
SPIRITS**
12X 750 ML BOTTLES OR
9X 1L BOTTLES OR
5X 1.75 L BOTTLE

3



**DETATCH SPIKER:
TURN COUNTER-
CLOCKWISE TO
REMOVE &
SHAKE KEG HARD**

4



**CONNECT
& SERVE**

SERVES

163 6oz Cocktails
245 4oz Cocktails
Arrives 2/3 filled with Mix

REQUIRES

9 x 1 L bottles, 12 x 750 ML bottles, or 5 x 1.75L bottles of spirits

ULTRA PREMIUM MIX INGREDIENTS

- Natural juices
- Filtered water
- Real cane sugar - no corn syrup or acids or artificial flavors
- The FDA minimum amount of preserving agent; 12 month shelf life



In just a few minutes, you're ready to start pouring and serving premium cocktails on draft.



Watch Set up Video

DESIGNED WITH PROVEN TECHNOLOGIES TO ENSURE SAFETY AND RELIABILITY



WORKS JUST LIKE BEER ON DRAFT USING UNIVERSAL US SANKEY D

- Operates on both direct draw and long draw systems, just like beer.
- Works with CO2 or nitrogen or a beer mix as propellant.
- Clean the line prior to first time use; continue to maintain the normal line cleaning rotation process.
- Doesn't stain lines or clog lines, and mix does not separate in lines.



EASY TO HANDLE WITH ERGONOMIC GRIP

- Height: 23.11 inches
- Diameter: 11.81 inches
- Efficient to store - can be stacked.

DRAFT COCKTAILS



SUSTAINABLE

- Made of 100% recyclable plastic—just like a water bottle.
- Totally recyclable when empty, so no need for chemical cleaning.
- Since kegs don't have to be returned, you can save over 60% on transport.
- Durable yet eco-friendly packaging reduces carbon footprint.



OUR PARTNERS

Since our launch in late 2020, our ultra premium **Ready to Draft™** cocktail kegs have been a huge success for bar/restaurant owners and bartenders.

"Opening a new resort with 40 bars and restaurants is challenging in any environment, but in a tight labor market we knew we had to find solutions to help our staff work smarter. That's Craft Standard. In the time it takes to mix and serve one premium cocktail, we can now pour dozens of premium, on-tap Craft Standard cocktails without compromising quality or variety. Our bar staff is more productive and our customers never have to wait for an great-tasting cocktail."

Resorts World Las Vegas

"For Bacardi, the Craft Standard solution does two amazing things. First, each keg of non-alcoholic mix pulls through an entire case of spirits. That's a powerful, volume-boosting sales tactic. Second, the on-premise tap handle offers us a persistent, valuable branding opportunity we've never known. Of course, none of this would work if Craft Standard's mixes weren't absolutely delicious. They are. Their premium mixes -- featuring real fruit juice and cane sugar -- are the perfect complement to our spirits."

Bacardi

"As an Anheuser-Busch distributor, the idea of serving cocktails on draft has intrigued me for years. But I knew there were a lot of technical and regulatory issues to overcome. Craft Standard's done it. Their patented solution allows bars, restaurants and venues to serve consistently great-tasting cocktails using the same system used to serve on-tap beer. No new equipment needed. Once I saw their solution, I knew my customers would embrace it. Craft Standard's Ready to Draft solution reduces wait times, eliminates shrink and allows today's smaller on-premise staffs to sell and serve more cocktails."

Anheuser-Busch

"Fan interest in cocktails has never been higher. But serving cocktails at-scale in the rush between quarters has always been a huge challenge. Craft Standard allows our staff to serve a high volume of great-tasting cocktails quickly. That means shorter lines and smiling fans. And Craft Standard's premium mixes make creating fun, themed cocktails like our Titan Twist, a snap."

Tennessee Titans



**CRAFT STANDARD DRAFTOLOGY™
COMBINES THE PERFECT BALANCE
OF ART AND SCIENCE TO
CREATE PREMIUM COCKTAILS**

Our open source platform works with any kind of spirit.

Simply select the Ultra Premium Mix type, change the spirits bottle configuration and easily customize and create limitless variations of amazing cocktails that consumers love... every time.





Our name says it all.
The Craft of bartender creativity.
The Standard of consistently
great-tasting cocktails...
on tap and **ready to draft™**

WATCH CRAFT STANDARD VIDEO



CRAFTSTANDARD.COM