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**COCKTAP**

# **AN ADULT BEVERAGE STORE**

COCKTAILS ON TAP

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# New age drinking

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## **Cocktails on tap**

COCKTAP is here to disrupt the traditional bar culture. Unpretentious, fast, affordable, and delicious cocktails to be served to the masses. COCKTAP is a cocktail bar using the draft system that provides cocktails on tap.

## Core Values

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### Affordable

Making cocktails as affordable and accessible as beer, easy and without burden.

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### Fast

With every cocktail served in less than 30 seconds, we reduce the wait and serve time, making our cocktails more convenient and faster into the grasp of your hands.





## Core Values

### Sustainable

No straws, no extra garnish, our aim is to turn drinking cocktails into a brand of lifestyle with a sustainable mindset.

### Quality

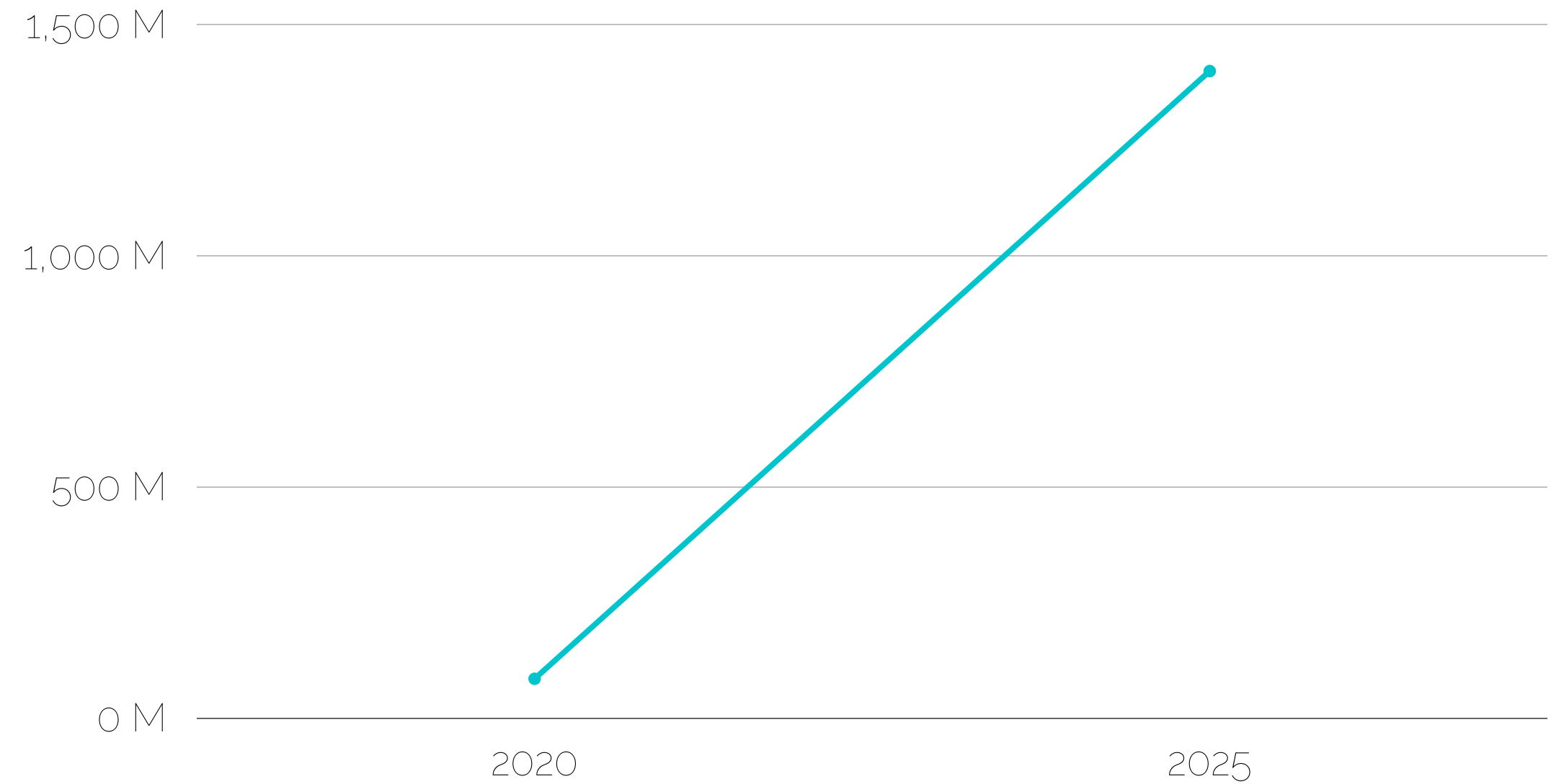
With every measurement, we continuously test and blend flavors until it is stabilized, making our cocktails not only consistent in taste but of high quality.



# Cocktail Growth

## What's at stake

The global Cocktail market size was worth US\$ 86 million in 2020, and it is estimated that it will reach US\$ 1.4 billion by 2025 with an annual development rate of 6% between 2020 and 2025.



# Projected Investments

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**up to 1.5m MYR**

to cover cost of rent, renovation, salary, and further operational cost.





# Potential Growth

COCKTAP is not just a bar that serves cocktails, it has the potential to become the leading fmcg cocktail beverage.

## Multi Location

With COCKTAP's business model, it can be easily recreated at different locations. Drinks are pre-made in a central kitchen and distributed to outlets, ready to serve.

## FMCG

When the COCKTAP branding is strong and strengthened by our multi-outlets. We have the chance to create cocktail beverages to be sold at retail fast supermarkets.





# What are the benefits?

## **Draft System**

Cocktail ready for serving under 30 seconds. Allows fast service, and quick turnaround time.

## **Cost Savings**

Minimal staff needed to man the outlets, and batch pre mixed cocktails will save cost.



## **Standing Tables**

Promotes healthy socializing, and faster consumption of drinks.



# Success story: testimonial and case study

## **Draftland**

Taiwan's concept of cocktails on tap. It has since expanded to HK and BKK.

## **Taihu Brewing**

Taiwan's golden example of a successful brewery which expanded into FMCG business.



# Thank You

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