



Functional Cannabis Beverages for Active Lifestyles

Mirco-Dosed Cannabis, Nootropics, Adaptogens & Energy Boosters



FUEL & ELEVATE, BY COGNITIVE BRANDS
DISTRIBUTOR PRESENTATION

This product is 100% Hemp-derived and complies with the U.S. Farm Bill with less than .03% delta-9 THC by dry weight.

OUR MISSION

TO BECOME YOUR PARTNER IN PERFORMANCE AND WELL-BEING, EMPOWERING YOU TO LIVE YOUR BEST LIFE THROUGH OUR UNIQUE BLENDS, DELIVERING TRANSFORMATIVE EXPERIENCES, UNITING BODY AND MIND FOR OPTIMAL PHYSICAL AND COGNITIVE HEALTH.



About Fuel & Elevate

With combined expertise in the regulated cannabis, craft beer, cannabis beverage, CBD, and mental health markets, Fuel & Elevate has created a one-of-a-kind functional cannabis beverage. Since 2017, our leaders have pioneered and launched various products in the specialty beverage market. From an award-winning non-alcoholic beer, market leading transdermal topicals, to cutting-edge cannabis beverages, we are dedicated to enhancing mental and physical well-being of our customers. We are dedicated to delivering outstanding user experiences by offering top-notch products that enable you to live life to the fullest.



VERTICAL CANNABIS OPERATION

81,000sf supporting, cultivation, processing, manufacturing and retail operations.



BREWBUDDZ

The World's first cannabis infused, flower based, compostable single serve (K-Cup) beverage, generated 2.8B media impressions over 60 days.



BASKIN WELLNESS

The No. 1 Cannabis Topical in the State of Nevada for 4 years, with THC, CBD and THC:CBD Formulations.



TWO ROOTS BREWING

Award-winning Non-Alcoholic Craft Beer reached 26 US States and 8 Countries of Distribution

About Fuel & Elevate, Cont.

FUEL & ELEVATE IS A TRAILBLAZING FUNCTIONAL CANNABIS BEVERAGE BRAND, BORN FROM A DECADE OF EXPERTISE IN THE SPECIALTY AND CANNABIS BEVERAGE MARKETS

COMBINING NATURAL PLANT-BASED NOOTROPICS, ADAPTOGENS, ENERGY BOOSTERS, AND MICRO-DOSED DELTA-9 THC, FUEL & ELEVATE IS DESIGNED TO DECREASE STRESS AND ANXIETY, ELEVATE MOOD, AND INCREASE ENERGY. PROVIDING A SENSE OF WELL-BEING LIKE NEVER BEFORE.

FUEL & ELEVATE IS MORE THAN JUST A BRAND; IT'S A UNIQUE BLEND THAT EMPOWERS INDIVIDUALS WHO STRIVE TO LIVE LIFE TO ITS FULLEST. JOIN US IN EMBRACING A NEW ERA OF ELEVATED EXPERIENCES.

This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.



SECTION 1 | MARKETS

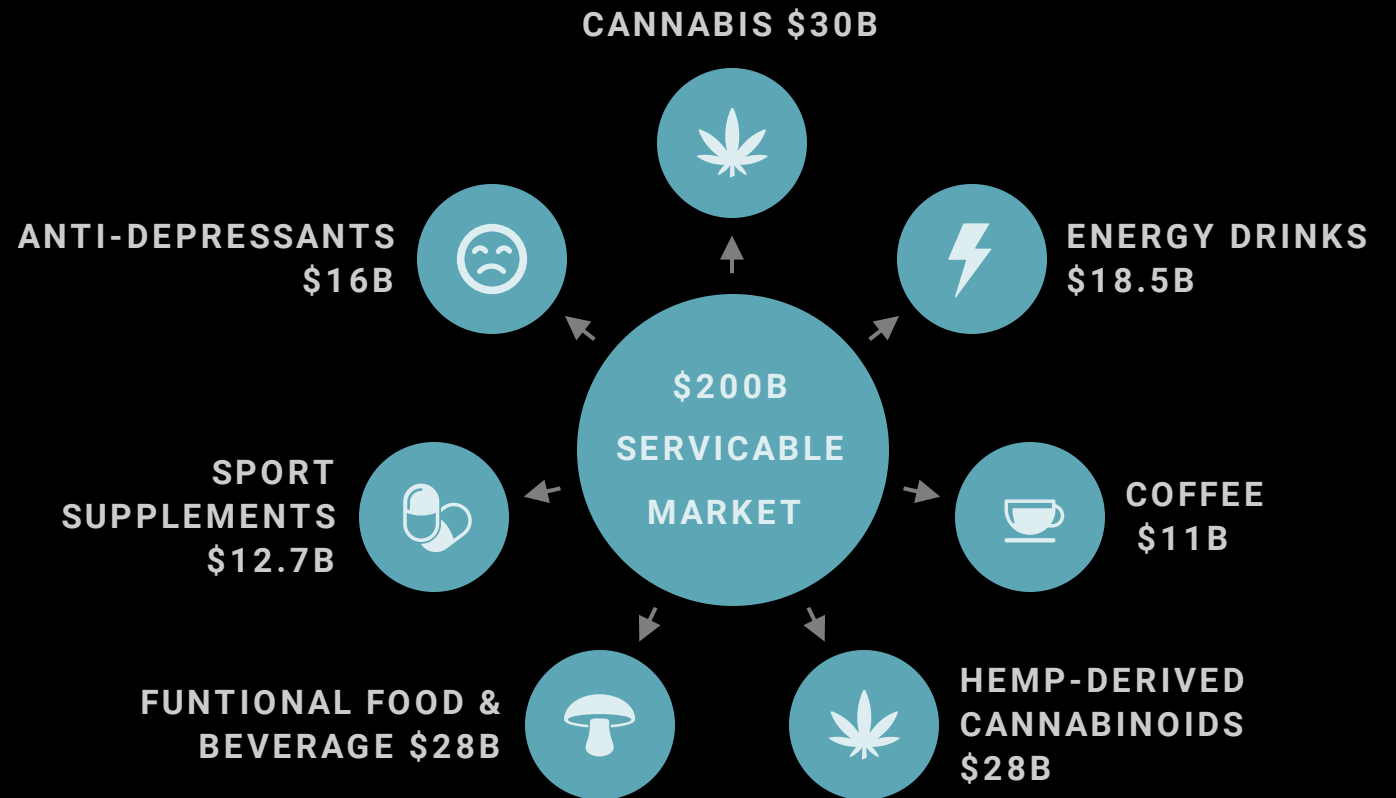
Hemp-Derived Cannabinoid Serviceable Markets

This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.



\$200 Billion Servicable U.S. Market

There are three state approaches to the hemp-derived Fuel & Elevate is crafted to elevate mood, alleviate stress and anxiety, and provide enduring energy. By honing in on the intricate interplay of mind and body, Fuel & Elevate presents a unified solution for these interconnected and growing market segments. cannabinoid industry:



[*1]: [US Coffee Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027) - Market Research](<https://www.marketresearch.com/>)[*2]: US Functional Foods & Beverages Market Size, Share & Trends Analysis Report By Product, By End Use, By Region, And Segment Forecasts, 2022 - 2030 - Market Watch[*3]: US Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type, By Form, By Distribution Channel, By Region And Segment Forecasts, 2022 - 2030 - Grand View Research[*4]: US Anti-depressant Market Size study, by Product, by Application and Regional Forecasts 2022-2030 - Research And Markets[*5]: US Energy Drinks Market Size, Share & Trends Analysis Report By Product, By Distribution Channel, By Region And Segment Forecasts, 2022 - 2030 - Grand View Research[*6]: US Cannabis Market Size, Share & Trends Analysis Report By Product Type, By Medical Application, By Region And Segment Forecasts, 2022 - 2030 - Market Watch

U.S. Intoxicating Hemp Derivatives (IHDs')

The infographic features a dark blue background with four horizontal teal arrows pointing to the right. Each arrow contains a white number and text. The arrows are of varying lengths and are staggered vertically. The first arrow is the longest, followed by the third, then the fourth, and the second is the shortest. The numbers 1, 2, 3, and 4 are positioned at the start of each arrow. The text is in a clean, sans-serif font.

1 Q3 2023, 27% OF AMERICANS REPORT USING PSYCHOACTIVE THC, FROM CANNABIS AND HEMP

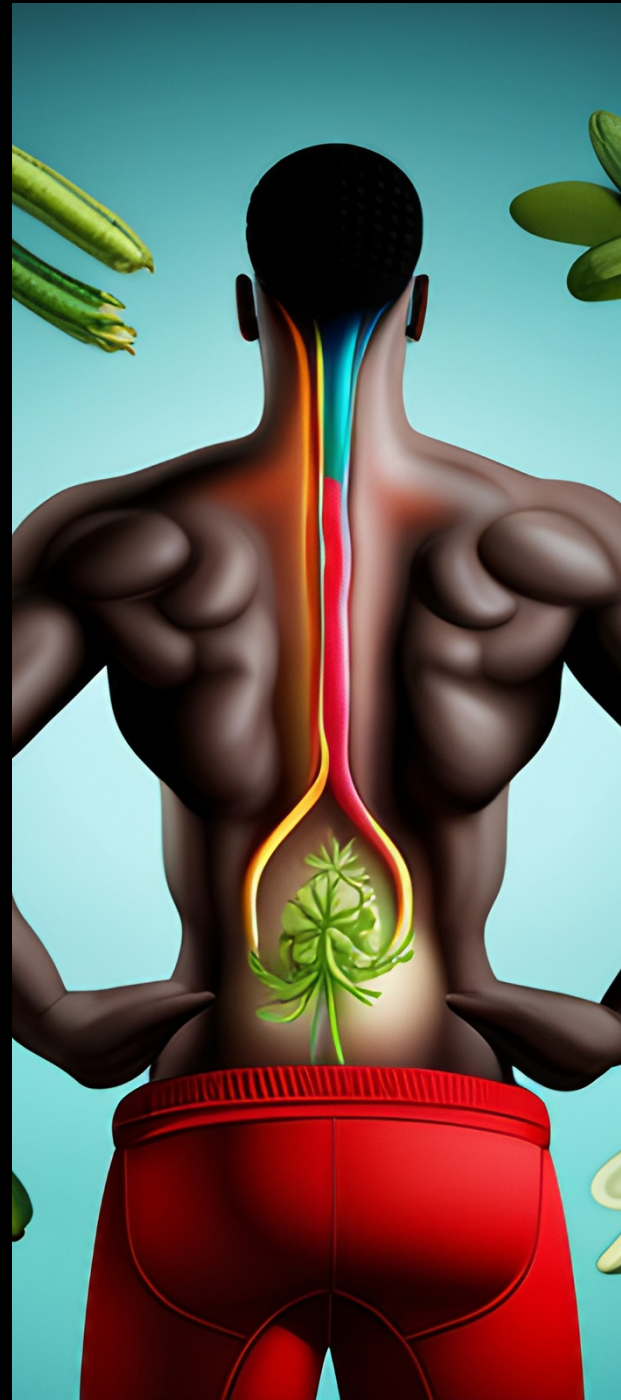
2 2021 - 2022 DELTA-8 THC GENERATED \$2 BILLION IN REVENUE

3 HEMP-DERIVED THC REACHED \$2.8B IN 2023

4 THE TOTAL ADDRESSABLE MARKET (TAM) FOR IHDS IS A VALUE OF \$28.4B, RANGING FROM \$21.3B TO \$35.8B.

SECTION 2 | FORMULATIONS

Fuel Your Body, Elevate Your Mind!



CREASED STRESS & ANXIETY

BACOPAEXTRACT(BACOPAMONNIER)
ASHWAGANDHA

NATURAL
L-THEANINE
COCONUT MILK POWDER
COFFEEBERRY MCT POWDER

ENERGYBDNF

EUPHORIC SENSE OF WELL-BEING

INCREASED

FUEL

RHODIOLA

& ELEVATE

CAFFEINE

IMPROVED MOOD

EXTRACT

EXTREME FOCUS

ANCIENT PEAT & APPLE EXTRACT, ORGANIC

LIVE FULLY

FIND YOUR MOJO!

Fuel & Elevate the Blend

Fuel & elevate offers an exceptional choice for individuals seeking to enhance their daily rituals and make the most out of life. Whether kick-starting the day, powering through workouts, igniting creativity, or enhancing social gatherings, Fuel & Elevate is the ideal companion.

Our all-natural formula, meticulously crafted with THC, Nootropics, Adaptogens, and Energy Boosters, not only fuels your body but elevates your mind. Experience increased focus, energy, and mood while reducing stress and anxiety with Fuel & Elevate.

Elevate your daily moments with Fuel & Elevate and unlock the true potential of a vibrant and uplifted lifestyle.

NOOTROPICS

ORGANIC ARABICA COFFEE

ORGANIC COFFEE BERRY EXTRACT

L-THEANINE

ADAPTOGENS

ASHWAGANDHA

BACOPA MONNIERI

RHODIOLA

ENERGY BOOSTERS

MCT OIL C8 - C10

NATURAL CAFFEINE ANHYDROUS

ANCIENT PEAT & APPLE EXTRACT

CANNABINOIDS & OTHER NATURAL INGREDIENTS

HEMP-DERIVED DELTA-9 THC

CANNABIDIOL "CBD"

GRASS-FED BOVINE COLLAGEN
PEPTIDES

VITAMINS B6 & B12

This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.

Fuel & Elevate

- **NOOTROPICS:**

Nootropics, also known as cognitive enhancers or smart drugs, refer to substances that may improve cognitive function, including memory, creativity, motivation, and overall mental performance. These substances are often used to enhance focus, alertness, and mental clarity without causing sedation or stimulation. Nootropics can include a wide range of compounds, such as vitamins, herbs, and synthetic drugs, each with its own specific cognitive-enhancing properties.

- **ADAPTOGENS:**

Adaptogens are a class of herbal compounds that are believed to help the body adapt to stress and maintain a state of balance or homeostasis. These substances are thought to support the body's ability to resist and recover from stressors, whether physical, chemical, or biological. Adaptogens are often used to promote overall well-being, enhance resilience to stress, and improve the body's adaptive response. Common examples of adaptogenic herbs include rhodiola, ashwagandha, and holy basil.

- **ENERGY BOOSTERS:**

Energy boosters are substances or products that increase energy levels and combat fatigue. They can include compounds that stimulate the central nervous system, enhance metabolism, or support energy production. Caffeine from coffee and tea is a well-known natural energy booster, but vitamins, amino acids, and herbal extracts are also commonly used. The goal is to temporarily increase alertness, focus, and physical performance without causing long-term adverse effects or dependency.



Formulation Benefits

By elevating mood, decreasing anxiety, and increasing energy levels, Fuel & Elevate delivers:

TRANQUIL CONFIDENCE, CREATIVITY, INCREASED FOCUS, SUSTAINED ENERGY, ENHANCED AND RELAXED SOCIALIZATION, AND DEEP RESTORATIVE SLEEP.



Essential Inputs

In addition to the known vitamins, adaptogens, and nootropics included within the "Fuel & Elevate" formulation, we have incorporated two very unique and incredibly beneficial ingredients, they include:

- **HEMP-DERIVED DELTA-9 THC**
- **COFFEE BERRY EXTRACT**
- **ANCIENT PEAT & APPLE EXTRACT**

This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.



Delta-9 THC and Brain Function

THC & Brain-Derived Neurotrophic Factor "BDNF" an Essential Brain Protein



CHRONIC USE¹

Research by Shira Knafo et al. (2004) showed that exposure to THC can **decrease BDNF levels in the hippocampus, the part of the brain responsible for learning and memory.** Another study by Anna Dlugosz et al. (2012) found that chronic use of THC in rats **caused a decrease in BDNF levels in the prefrontal cortex, a region responsible for cognitive and executive functions.**



MICRO-DOSING¹

A study conducted by Tzahi Klein and colleagues (2017) showed that **low doses of THC can increase BDNF levels in the hippocampus.** This finding may explain why some **people claim that cannabis improves their creativity and cognitive function.**

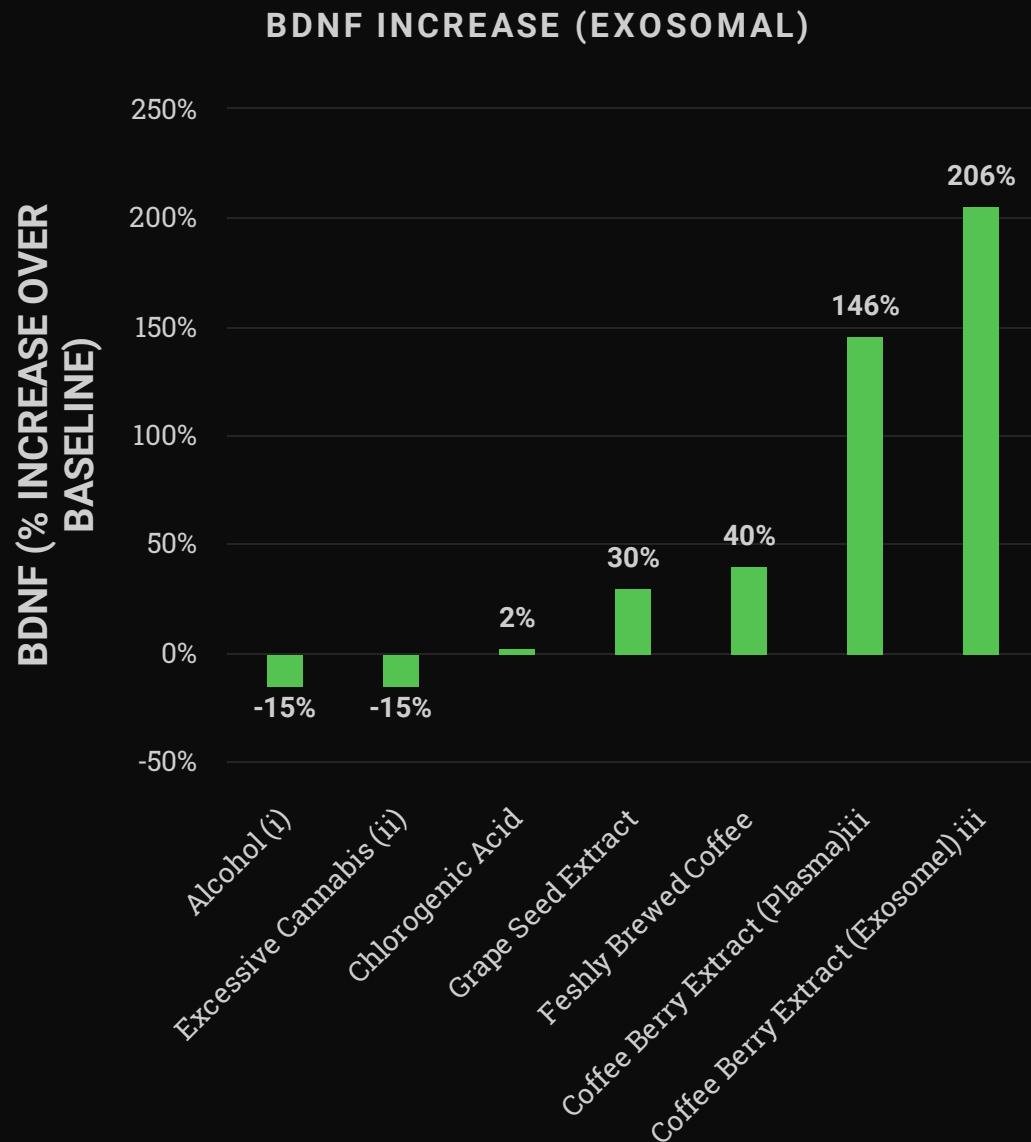


PROTECTION

Fuel & Elevate's blend of Nootropics may provide protection against the effects of chronic cannabis use, and in doing protect higher brain functions, and potentially elevate the effects of THC, by naturally increasing the level of BDNF in both blood plasma and cells.

¹ *Maximizing Your Brain Function: Understanding the THC - BDNF Relationship*

² There have been 8,300 papers published on brain-derived neurotrophic factor (BDNF) since 2014. www.pubmed.com



(i) The Effects of Alcohol on Mental Health and How to Counter the Risks

(ii) Maximizing Your Brain Function: Understanding the THC - BDNF Relationship

(iii) [Whole Coffee Berry Extract & BDNF](#)

WHAT IS COFFEE BERRY EXTRACT "CBE"?

CBE is a natural, patented extract derived from premium *Coffea arabica* coffee cherries. It contains a unique profile of polyphenols that clinical studies show to stimulate the production of Brain-Derived Neurotrophic Factor (BDNF), a key neuroprotein involved in overall brain health.

WHAT IS BDNF?

BDNF has been widely reported to play a vital role in the development, maintenance, connection and protection of brain neurons.

Low BDNF has been associated with a variety of brain-related health concerns. incl. depression & anxiety.

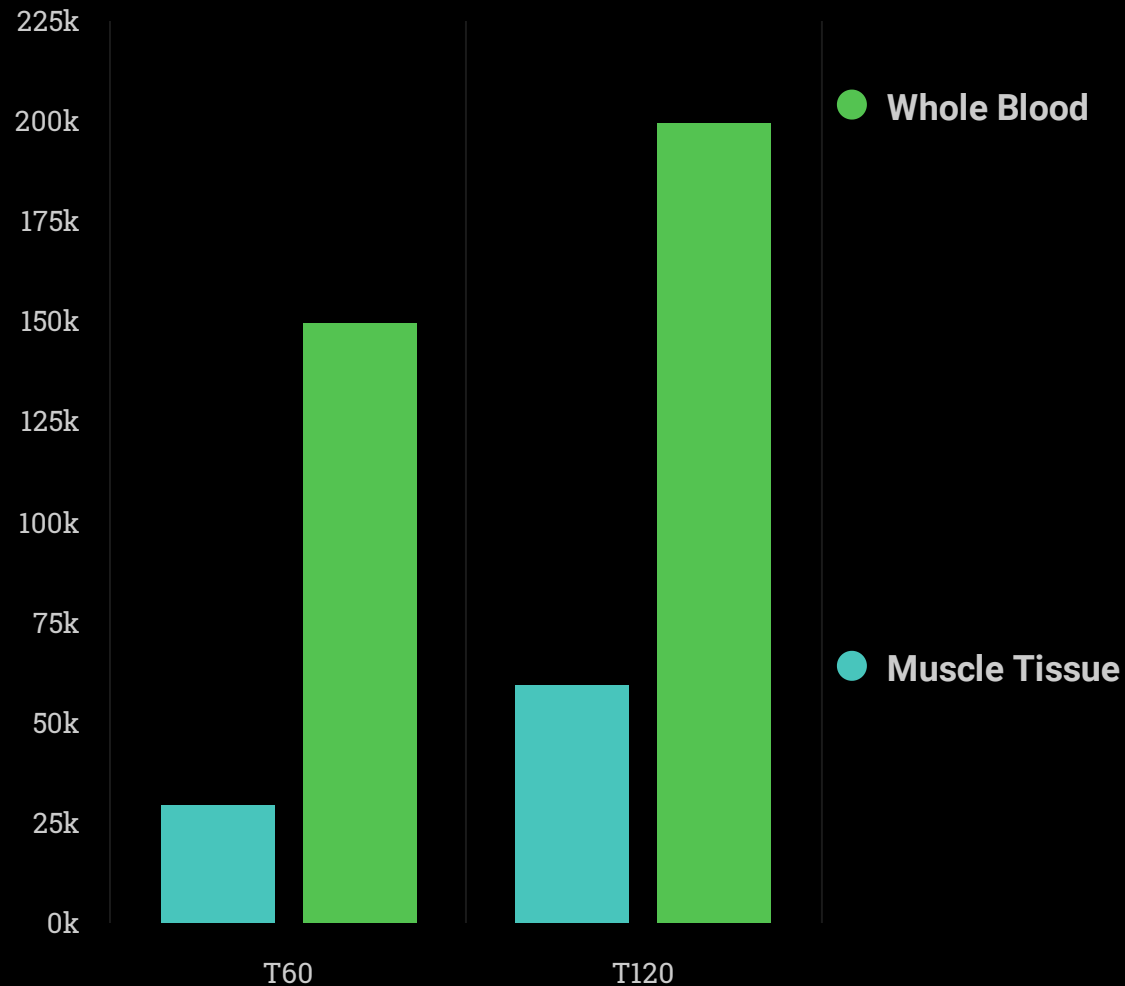
CBE is a natural botanical shown to significantly increase BDNF levels in two double blind, peer-reviewed studies of healthy human subjects.

Benefits of BDNF

Elevated mood - Enhanced Learning - Improved Memory - Higher Thinking - Neural Protection - Neuron Protection Cellular Communication,

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Ancient Peat & Apple Extract



* *Ancient Peat & Apple Extract*

What is Ancient Peat & Apple Extract "APAE"

APAE, a combination of ancient peat and a proprietary apple extract, has been shown in clinical studies to increase serum levels of mitochondrial adenosine triphosphate (ATP), the energy currency of the body.

APAE Supports Increased Levels of ATP*

Supplementation with 150mg of "APAE" resulted in significant increases in intracellular ATP in both whole blood and muscle tissue with no significant changes in ROS and lactate.

Energy without the Stimulatory Side Effects?

Fuel & Elevate's Objective

The interrelation between body and mind is compelling, where stress & anxiety have a direct correlation to a decrease in mood and energy levels, with the inverse also being true. F&E's has been formulated to target both sides of the body & mind equation; A) increase energy and mood to crease stress & anxiety, and B) decrease stress and anxiety to elevate mood and energy.



Graphs are for illustrative purposes only.

SECTION 1 | PRODUCTS

Instant Beverage Offerings



PRICE TO CONSUMER



SINGLE SERVING

\$4.50

JUNE 24'



8 - PACK

\$36.00

JUNE 24'



25 - SERVING POUCH

\$99.75

TBD



DAIRY
FREE



KETO
FRIENDLY



GLUTEN
FREE

INSTANT CLASSIC BLACK (15 Calories)

BLEND: Elevate

Available in: Single Serve (8) Pack, & (25) Serving Pouch



**3.85G
NOOTROPICS**



**5MG DELTA-9THC,
2MG CBD PER SRV.**



**400MG
ADAPTOGEN**



OTHER

- Vitamin B-6
- Vitamin B-12



**700MG ENERGY
BOOSTERS**



**FLAVOR NOTES -
ROBUST, CREAMY,
SUBTLY SWEET,
SATISFYING**



CONSUMER PRICING

SINLGE SERVING

\$4.50

JUNE 24'

8 - PACK

\$36.00

JUNE 24'

12 SERVING POUCH

\$99.75

TBD



DAIRY
FREE



KETO
FRIENDLY



GLUTEN
FREE

INSTANT KETO-CREAM & SUGAR (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



5MG DELTA-9THC,
2MG CBD PER SRV.



400MG ADAPTOGEN



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12

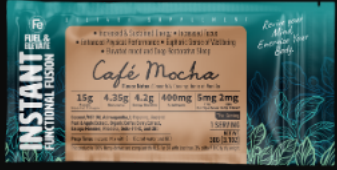


5.2G ENERGY
BOOSTERS



FLAVOR NOTES -
FLAVORFUL,
AROMATIC,
CREAMY

CONSUMER PRICING



SINLGE SERVING

\$5.99

JUNE 24'



8 - PACK

\$47.92

JUNE 24'



12 SERVING POUCH

\$65.00

TBD



DAIRY
FREE



KETO
FRIENDLY



GLUTEN
FREE

INSTANT CAFE MOCHA (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



**4.35G
NOOTROPICS**



**5MG DELTA-9THC,
2MG CBD PER SRV.**



**400MG
ADAPTOGEN**



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



**4.2G ENERGY
BOOSTERS**



**FLAVOR NOTES -
RICH & CREAMY,
MOCHA**

CONSUMER PRICING



SINLGE SERVING

\$5.99

JUNE 24'



8 - PACK

\$47.92

JUNE 24'



12 SERVING POUCH

\$65.00

TBD



DAIRY
FREE



KETO
FRIENDLY



GLUTEN
FREE

INSTANT VANILLA LATTE (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



**4.35G
NOOTROPICS**



**5MG DELTA-9THC,
2MG CBD PER SRV.**



**400MG
ADAPTOGEN**



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



**4.2G ENERGY
BOOSTERS**



**FLAVOR NOTES -
SMOOTH &
CREAMY, HINTS
OF VANILLA**



CONSUMER PRICING

SINGLE SERVING

\$5.99

JUNE 24'

8 - PACK

\$47.92

JUNE 24'

12 SERVING POUCH

\$65.00

TBD



**DAIRY
FREE**



**KETO
FRIENDLY**



**GLUTEN
FREE**

INSTANT SALTED CARAMEL (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



**5MG DELTA-9THC,
2MG CBD PER SRV.**



**400MG
ADAPTOGEN**



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



4.2G ENERGY BOOSTERS



**FLAVOR NOTES -
SALTY-SWEET,
CREAMY &
EARTHY**

Retail Pricing

Each Case contains (18) shippers, with (8) individually packaged servings per shipper

Min. Order (1) case per flavor

| | | | Price to Distribution | | Price to Retailer | | | Price to Consumer | | |
|----------------|--------|------|-----------------------|-----|-------------------|----------|-----|-------------------|----------------|--------------|
| | Format | SRV | Case | GM% | Case | PTR/8-Pk | GM% | 8-Pk | Single Serving | Release Date |
| Classic Black | INST | 8-Pk | \$340.20 | 25% | \$453.60 | \$25.20 | 30% | \$36.00 | \$4.50 | June 24' |
| Cream & Sugar | INST | 8-Pk | \$452.84 | 25% | \$603.79 | \$33.54 | 30% | \$47.92 | \$5.99 | June 24' |
| Café Mocha | INST | 8-Pk | \$452.84 | 25% | \$603.79 | \$33.54 | 30% | \$47.92 | \$5.99 | Aug 24' |
| Vanilla Latte | INST | 8-Pk | \$452.84 | 25% | \$603.79 | \$33.54 | 30% | \$47.92 | \$5.99 | Aug 24' |
| Salted Caramel | INST | 8-Pk | \$452.84 | 25% | \$603.79 | \$33.54 | 30% | \$47.92 | \$5.99 | Aug 24' |

Food Service Pricing

Each Case contains (50) individually packed servings

Min. Order (1) case per flavor

| | | | Price to Distribution | | Price to Retailer | | | Price to Consumer | |
|----------------|--------|-----|-----------------------|-----|-------------------|--------|-----|-------------------|--------------|
| | Format | SRV | Case | GM% | Case | SRV | GM% | SRP | Release Date |
| Classic Black | INST | 50 | \$150.00 | 25% | \$200.00 | \$4.00 | 67% | \$12.00 | June 24' |
| Cream & Sugar | INST | 50 | \$175.00 | 26% | \$237.50 | \$4.75 | 66% | \$14.00 | June 24' |
| Café Mocha | INST | 50 | \$175.00 | 26% | \$237.50 | \$4.75 | 66% | 14.00 | Aug 24' |
| Vanilla Latte | INST | 50 | \$175.00 | 26% | \$237.50 | \$4.75 | 66% | \$14.00 | Aug 24' |
| Salted Caramel | INST | 50 | \$175.00 | 26% | \$237.50 | \$4.75 | 66% | \$14.00 | Aug 24' |

Distributor Benefits

Fuel & Elevate understands the evolving market and rising consumer demands. By partnering with us, you'll be tapping into the lucrative trends that prioritizes both body and mind. Your retail partners will appreciate our science-backed blend that's perfectly aligned with the tastes and needs of today's conscious consumer. We offer competitive margins, marketing support, and a rapidly growing brand presence. Fuel & Elevate isn't just another product on the shelf; it's the future of functional adult beverages—a future that aligns perfectly with your existing distribution of alcoholic and hemp-derived cannabinoids to diversify your offerings and captivate a broader audience.

- **SMALL LIGHTWEIGHT FROM FACTOR**

\$800 Average Case Price to Retail, 36 units per case

- **NUTRITIOUS, LOW CALORIE, GOOD FOR YOU OFFERING**

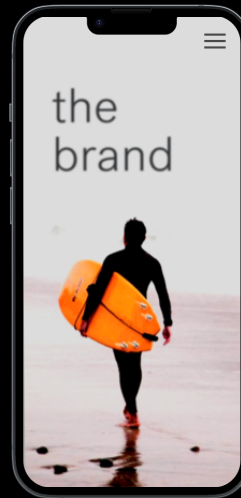
- **LIMITED COMPETITIVE OFFERINGS**

- **EXPANDED ON-PREMISE SALES OPPORTUNITY**

Hot Beverages

- **EXPANDED POINT OF SALES**

Cafes, Coffee Shops, Fitness Centers, other



- **EXPANDED USE CASE**

Morning Consumption, "Wake & Bake"

- **LEVERAGEING MARKET TRENDS; HEMP, FUNCTIONAL, ENERGY, & MENTAL HEALTH**

- **LEVERAGE LONG-TERM CONSUMER DEMAND**

80% of U.S. Adults drink Coffee

62% drink coffee every day, on average 2.75 cups per day

61% of U.S. Adult over Age 21 drink Alcohol

27% of drink beer, OR 23% of U.S. Adults Drink beer.

Enjoy Hot or Cold

How to Prepare



ENJOY YOUR BUDZ HOT



Add Scoop to a
Mug



Add 8-10oz of
Hot Water



Stir & Enjoy

ENJOY YOUR BUDZ ICED



Enjoy Your Budz
Iced



Add 8-10oz of
Cold Water



Shake



Add Ice & Enjoy



FREQUENTLY ASKED QUESTIONS

<https://fuelandelevate.com/pages/faq>



GENERAL

WHAT IS THE FUEL & ELEVATE BLEND?

HOW IT FUEL & ELEVATE DIFFERENT?

HOW DO I BECOME A RETAIL PARTNER?


PRODUCT

WHAT ARE THE EFFECTS? 

TELL ME ABOUT COFFEEBERRY EXTRACT? 

IS THERE THC IN THIS BEVERAGE? 

SAFETY

HOW SHOULD I STORE PRODUCT? 

ARE PRODUCTS SAFE & TESTED? 

HOW DO POTENCY LEVELS WORK?

LEGALITY

ARE PRODUCTS FEDERALLY LEGAL?

IS THERE AN AGE RESTRICTION FOR FUEL & ELEVATE PRODUCTS?

Blog Posts



**CAN INTOXICATING ADULT
BEVERAGES BE GOOD FOR
YOU?**



**MAXIMIZING YOUR BRAIN
FUNCTION: UNDERSTANDING
THE THC - BDNF
RELATIONSHIP**




**THE EFFECTS OF ALCOHOL
ON MENTAL HEALTH AND
HOW TO COUNTER THE RISKS**





**UNLOCKING THE ENERGY
WITHIN: UNDERSTANDING
MITOCHONDRIAL ADENOSINE
TRIPHOSPHATE (ATP)**


Let's get started


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FUEL & ELEVATE