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BOLD FLAVOR, CLEAN LIVING. NEVER MISS OUT AGAIN

ABOUT

CHAY SPIRITS | TABLE OF CONTENTS

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INTRODUCING CHAY SPIRITIS

CHAY Isn't a Trend. It's a Lifestyle.

A clean, feel-good line of better-for-you flavored vodkas and ready-to-drink cocktails—crafted with bold flavor, zero sugar, zero net carbs, and a naturally sweet twist. No junk, just pure vibes.

What Sets CHAY Apart

🌟 Crafted With Purpose

Our proprietary formula blends plant-based sweeteners and all-natural ingredients to bring bold, clean flavor—no sugar, no fakes, no compromises.

🌱 Real Story, Real Mission

Born from Chase Glick's 150-lb health transformation, CHAY exists to redefine what drinking should feel like—so you can raise a glass without lowering your standards.

🚀 Built by Brand Builders

Led by a powerhouse team of seasoned entrepreneurs with deep experience in CPG, sales, and scaling disruptive brands.

🔥 A Category Game-Changer

CHAY isn't just another low-cal drink—we're flipping the spirits industry on its head with a clean label, crave-worthy flavor, and zero artificial anything.

📈 Positioned for Massive Growth

Tapping into the booming \$28B U.S. vodka and \$11B RTD markets with a product that finally speaks to the wellness-minded consumer.



THE VISION BEHIND CHAY

Born from a Personal Mission.

1

A Personal Spark:

After losing 150 lbs, founder Chase Glick struggled to find clean drink options that fit his wellness goals without sacrificing social life.

2

The Market Gap:

Traditional spirits were loaded with sugar and carbs—there was nothing bold, flavorful, and health-conscious on the shelf.

3

The CHAY Breakthrough:

CHAY delivers zero sugar, zero net carbs, and all-natural ingredients—powered by plant-based sweeteners and crafted for real flavor.

4

A Lifestyle, Not Just a Spirit:

CHAY redefines drinking for the modern consumer—clean, intentional, and made for those who want to live well and celebrate.



MARKET OPPORTUNITY: WHY CHAY?

A Better Way to Drink.

Ditch the Sugar, Keep the Vibe

The alcohol aisle is full of sugary, high-carb, artificial options. CHAY changes that with clean, plant-based spirits that let you celebrate without the crash.



Zero Sugar. Zero Net Carbs. Full Flavor.

Every CHAY product is crafted for wellness-minded drinkers—no sugar, no net carbs, just bold flavor and feel-good ingredients.



Sweetened by Nature

We use **Allulose**—a naturally occurring, zero-calorie sweetener found in fruits like figs and raisins. It tastes like sugar, minus the guilt.



Built from a Real Story

After losing 150 lbs at 23, founder **Chase Glick** was done missing out. CHAY was born so you can cheers without compromising your health goals.



Flavors That Hit Different

Vodkas: Hibiscus, Lemon, Vanilla, Coconut
RTDs: Vanilla Espresso Martini, Lemon Drop, Coconut Mojito
→ All crafted to sip clean and taste bold.

PRODUCT LINEUP

CHAY Ready-to-Drink Cocktails

Vodka-based Cocktails Infused with Natural Flavors and Allulose
17.5% ALC / Vol. 35 Proof, 375ml & 750ml

01

02

03

COCONUT MOJITO
COCONUT MOJITO
COCONUT MOJITO
COCONUT MOJITO
COCONUT MOJITO
COCONUT MOJITO
COCONUT MOJITO



VANILLA ESPRESSO MARTINI
VANILLA ESPRESSO MARTINI



LEMON DROP MARTINI
LEMON DROP MARTINI



PRODUCT LINEUP

CHAY VODKA

Vodka Infused with Natural Flavors and Allulose 30% ALC / Vol. 60 Proof, 750ml

*Original Vodka: 40% ALC / Vol. 80 Proof, 750ml

**ZERO
REGRETS.
ALL FLAVOR!**

01

02

03

04

LEMONT VODKA
LEMONT VODKA



HIBISCUS VODKA
HIBISCUS VODKA



COCONUT VODKA
COCONUT VODKA



VANILLA VODKA
VANILLA VODKA



OUR FOUNDING TEAM

Father-Son Duo behind CHAY

Chase taste-tested 100+ recipes before landing on CHAY's signature flavors.



Founder & Chief Operating

10+ years in product innovation and marketing, Chase turned his health journey into CHAY's mission.

Jon is the mind behind CHAY's bold "Never Miss Out Again" tagline.



Chief Executive Officer

30 years in consumer products and branding; Jon's expertise powers CHAY's market presence.

The Duo Behind the Drink

CHAY was born from the grind and grit of a father-son dream team. Chase brings the vision—Jon brings the legacy. With Chase's wellness-driven mission and Jon's decades of CPG expertise, they've teamed up to build a bold, better-for-you spirits brand that's shaking up the way we drink—clean, premium, and unapologetically different.



PLAN OF ACTION: Strategic Growth Roadmap



Distribution



Sales



Marketing

PROOF OF CONCEPT

Early Traction: Proving the CHAY Demand

🌟 First-Year Wins (2023 Launch Year)

- 350+ locations carrying CHAY Spirits
- Strong regional rollout across Illinois with key partners:
- Jewel-Osco (Albertsons), Woodman's, Heinen's, and The Ritz-Carlton



📈 Tastings That Convert

- 30 bottles sold per tasting on average—crushing early benchmarks
- Powered by off-premise sampling and high-quality buyer interactions
- Zero formal marketing spend to date—pure organic momentum



🚀 Growth on Deck

- 1,200+ store pipeline projected for 2025
- Massive retailer interest signals market fit and scaling potential
- Strategic investments in sales & marketing will fuel next-level growth



✅ Market Validation

- Early traction proves CHAY's unique formula and mission are resonating—this isn't just a trend, it's a category shift.

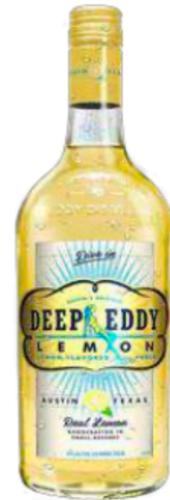
Market Position & Differentiation

Vodka, Rewritten.



Redefining Vodka in a \$28B Market

CHAY is setting the new standard with bold, flavor-packed vodka that's plant-based sweetened, zero sugar, zero carbs—finally, a clean pour for the modern drinker.



	CHAY Biscuit	Deep Eddy Lemon	Western Son Blueberry	Frankly Organic	Skinnygirl	Plume & Petal
ABV	30%	35%	30%	30%	12.7%	20%
Carbs	1/1.5floz	3/1floz	5/1floz	6/1.5floz	1.79/1.5floz	8.2/1.5floz
Net Carbs	1/1.5floz	3/1floz	5/1floz	6/1.5floz	1.79/1.5floz	8.2/1.5floz
Sugar	NO	YES	YES	YES	YES	YES
Retail Price	\$19.99	\$18.99	\$14.99	\$19.99	\$12.99	\$17.99
Sweetened with Allulose	YES	NO	NO	NO	NO	NO

Market Position & Differentiation

Cocktails, Rewritten.



Better-for-You Just Got Better!
Crushing flavor. Clean ingredients. Zero sugar RTDs built for the \$11B sipping revolution.



ABV	17.5%	20%	12.5%	12.5%	12%	10.1%
Carbs	2/44ml	10/74ml	NA	8.8/118ml	7/250ml	12.5/200ml
Net Carbs	0/44ml	10/74ml	NA	8.8/118ml	7/250ml	12.6/200ml
Sugar	NO	YES	YES	YES	YES	YES
Retail Price	\$9.99	\$13.99	\$9.99	\$17.99	\$19.59	\$4.50
Sweetened with Allulose	YES	NO	NO	NO	NO	NO

DISTRIBUTION



Building Buzz, Expanding Fast

CHAY is making waves in Illinois, Texas, and Kentucky, with a strong launch powered by three-tier distribution and direct retail partnerships.

Early traction across multiple channels confirms our unique positioning—and sets the stage for scalable, strategic growth in key markets.

Current Markets



290
Outlets
YTD2025

3873
Cases Sold
YTD2025

125
Tastings Held
YTD2025



26
Outlets
YTD2025

614
Cases Sold
YTD2025

50
Tastings Held
YTD2025



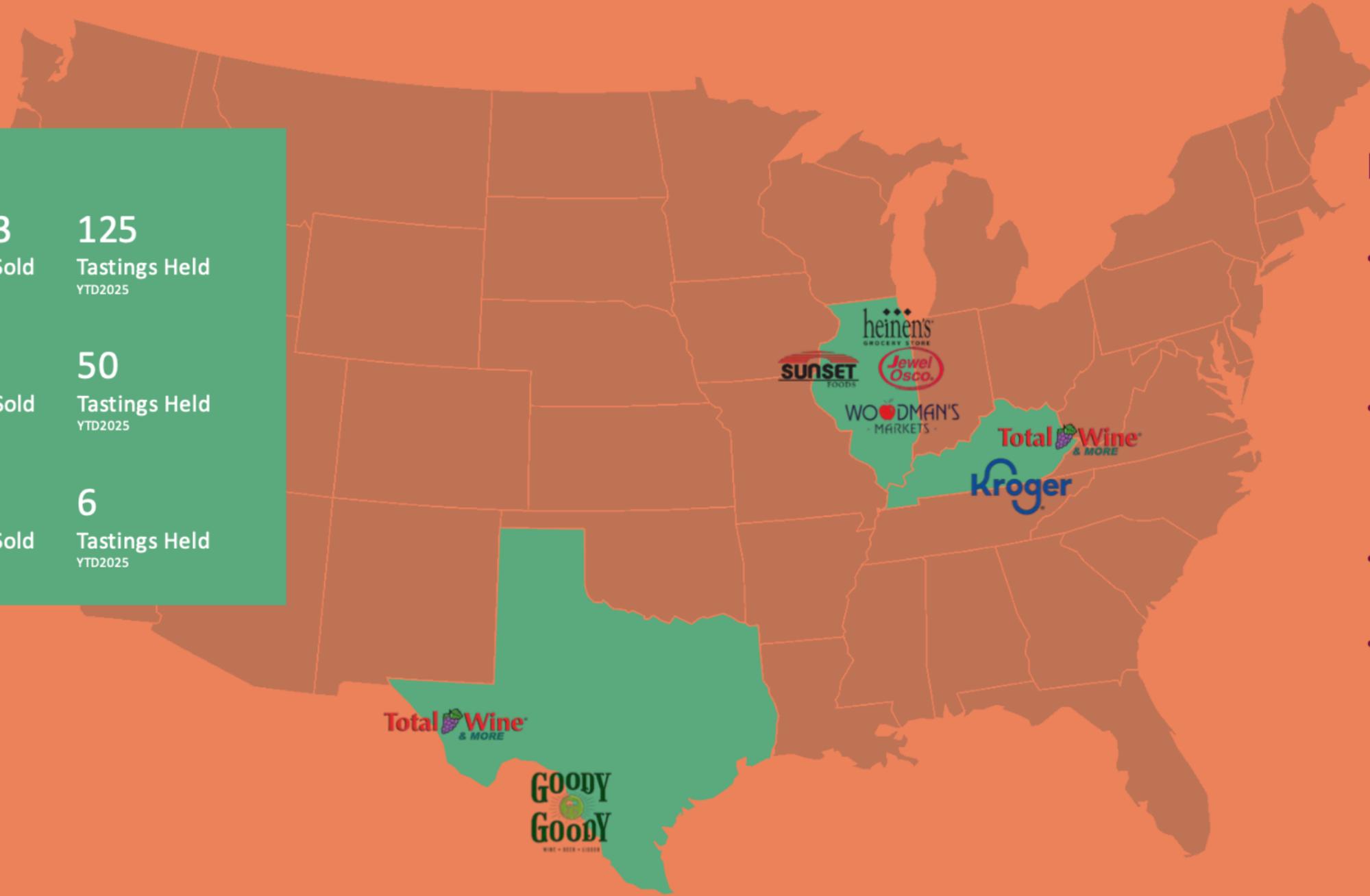
36
Outlets
YTD2025

93
Cases Sold
YTD2025

6
Tastings Held
YTD2025

Plans for Expansion

- Illinois: Placement at major grocery store chain for Spring 2025 rollout to all 160+ locations
- Indiana: Commitment from leading liquor chain to test CHAY in their highest grossing location with over 100 locations
- Planning Tennessee and Ohio in early 2025
- Planning Michigan and Wisconsin mid-2025



MARKETING STRATEGY:

✨ "Sip Clean, Live Bold: CHAY's Gen Z Playbook"

Link to new marketing pitch:

<https://docs.google.com/document/d/1Zg3DneNXaXSkY7zM8twbwhVfMWzYwf4VilGkJxrg8LM/edit?tab=t.0#heading=h.e0tcwyw8ql1h>