DRYT

Premium Independent Shelf-Stable RTD Dirty Soda

Bringing premium innovation to the $55B U.S. carbonated beverage market

Pre-Seed Raise: $500K – $1M

Investor Overview

Executive Summary

The Innovation

Patented shelf-stable formulation enables ambient retail distribution, solving the cold-chain bottleneck.

Market Position

Premium independent brand in a high-growth category within the $55B U.S. carbonated beverage market, targeting Gen Z's 42% YoY dirty soda trend growth with authentic flavor complexity and collectible design.

Go-to-Market

Validation → Controlled Launch → Early Retail pilots executing across 18 months.

Investment Ask

$500K–$1M pre-seed funding to provide 12-18 months of runway to reach Series A readiness.

Market Validation

Consumer Behavior: The Dirty Soda Moment

A Cultural Phenomenon

"Dirty Soda"—customizing carbonated beverages with creams, syrups, and fruit purees—has transcended being just a regional Utah trend. It has exploded into a national viral sensation, driven almost entirely by social media discovery.

Gen Z's "Treat Culture"

For Gen Z and younger Millennials, beverage consumption is no longer just about hydration; it is an identity signal and a daily "treat culture" ritual. Regional soda shops are booming, but the experience remains tethered to brick-and-mortar drive-thrus.

> The behavior is established, the demand is massive, yet no convenient RTD format exists to meet the consumer where they are: in the grocery aisle and on the go.

Existing Market Leaders: Swig & Fiiz expanding nationally

Social Virality

270%

Increase in social media conversations, validating massive viral interest across platforms.

Explosive Regional Expansion

Rapid Growth

Chains like Swig and Sodalicious are expanding rapidly, proving the category's retail viability.

Premium Pricing

$5.00 - $8.00

Consumers already accept high price points for fresh dirty soda, creating margin room for premium RTD.

The Opportunity

Problem & Context: Retail Gap

The Problem

Brick & Mortar Limitation

Dirty soda is currently a "destination" experience locked in regional soda shops. Consumers can't access it conveniently at home or on-the-go.

Cold-Chain Constraints

Existing specialty solutions rely on refrigeration, which drastically increases logistics costs and limits placement to the competitive dairy aisle.

No Authentic Dirty Soda Experience

Mass-market attempts lack the authentic flavor complexity, regional storytelling, and collectible design that define true dirty soda culture.

Why It Matters

Retailer Economics

Retailers prioritize ambient products. Shelf-stable packaging allows for flexible merchandising (end-caps, checkout) and significantly higher margins.

Gen Z "Convenience Culture"

This generation demands flavor experiences without friction. They want the viral dirty soda taste without waiting in a 20-minute drive-thru line.

Massive Whitespace

A clear gap exists in the center-store beverage aisle for a premium, indulgent carbonated drink that bridges the gap between soda and dessert.

The Gap: Refrigerated aisles are crowded, but shelf-stable premium soda space is wide open

High-Cost Refrigeration

Crowded Dairy/Cold Aisle

The Solution

The Innovation: Patented Shelf-Stable System

Patented Formulation Technology

Utility Patent Pending

Proprietary stabilization system enabling the first ambient dirty soda.

How It Works

Our proprietary micro-emulsion process stabilizes dairy proteins within a high-acidity carbonated environment. This creates a thermodynamic equilibrium that prevents separation and curdling without relying on heavy preservatives or refrigeration.

What's Protected: Comprehensive IP Moat

Formulation Methods
Specific sequence of ingredient integration to ensure stability.

Ingredient Ratios
Precise acid-to-protein balance critical for non-separation.

Stability System
The unique buffer solution maintaining texture over time.

Key Benefits

Ambient Storage
No cold chain required; significantly lower logistics costs.

12+ Month Shelf Life
Retail-ready expiry windows enabling mass distribution.

Scale-Ready
Compatible with standard bottling lines for rapid scaling.

Product Overview

Product Platform

Modular flavor architecture designed for operational simplicity and strategic extensibility.

Core Foundation

Launch Platform

Scalable Backbone

Core SKU established with our proprietary shelf-stable base formulation. This serves as the scalable backbone for all product lines, ensuring manufacturing consistency.

Variety Engine

Flavor Layer Strategy

Rapid SKU Expansion

Interchangeable flavor systems allow for rapid SKU expansion without operational complexity. We can switch flavor profiles while keeping the base production line unchanged.

Retention Driver

Seasonal & Limited Rotation

Cultural Relevance

Planned "drops" designed for cultural relevance (e.g., Holiday Spiced, Summer Citrus) drive repeat trial, urgency, and continuous social media engagement.

Community Connection

Location Concepts

Hyper-Localization

Regional partnerships and hyper-localized flavors (e.g., "Utah Original") create deep community connection and facilitate entry into specific geographic markets.

Product Showcase

Visual Brand Impact

Beach Collection

Boardwalk Buzz

Capturing the vibrant energy of California surf culture. Limited-edition drops drive social virality and "collect-them-all" behavior among Gen Z consumers.

Desert Collection

Salt Flats

Retro-modern desert aesthetics that embody adventure. Our visual language is designed to stop the scroll on social media and pop on retail shelves.

Market Sizing

Market Size & Opportunity

TAM • Total Addressable Market

$55B U.S. Carbonated Beverages. The massive existing soda market ripe for disruption by healthier, functional, or indulgent alternatives.

SAM • Serviceable Market

$4-6B Premium Carbonated Beverages. Includes craft soda, premium mixers, functional sodas, and specialty carbonated drinks where price elasticity is higher.

SOM • Serviceable Obtainable Market

$300M-500M Initial 5-year target. DRYT captures value by premiumizing the traditional soda occasion, executing a focused market capture strategy to command higher margins.

The Whitespace

"Whitespace opportunity at the intersection of indulgent dessert flavors and the convenient RTD format."

Total Addressable Market

$55B

U.S. Carbonated Beverages

Serviceable Addressable Market

$4-6B

Premium Carbonated Beverages

Serviceable Obtainable Market

$300M+

Initial 5-year Target

Target Audience

Target Consumer: Gen Z

Digital Natives

$360B+ Buying Power

Social-First Discovery

TikTok and Instagram drive initial trial. "Share-worthy" aesthetics and packaging are critical purchase drivers for content creation.

Values-Driven Loyalty

Support brands with perceived authenticity and purpose. They look for founders and stories that align with their personal identity.

Experiential & Indulgent

Seek premium flavor experiences and are willing to pay a premium for novel tastes that break the monotony of traditional beverages.

Occasion-Based

Consumption is driven by "treat culture" and mindful indulgence rather than daily caffeine routines. It's a reward, not just fuel.

Brand Strategy

Brand & Flavor Architecture

Tier 01

The Foundation

Core Flavors

Role

Volume & Velocity Driver

Cadence

Year-Round Availability

Goal

Establish workhorse SKUs with proven, mass-appeal taste profiles.

"The reliable daily drinker"

Dirty Cola | Root Beer | Citrus

Tier 02

The Rotation

Limited & Seasonal

Role

Trial & Buzz Driver

Cadence

Quarterly "Drops"

Goal

Leverage scarcity to create urgency and maintain cultural relevance.

"The FOMO inducer"

Holiday Spice | Summer Lime

Tier 03

The Culture

Location Concepts

Role

Community Builder

Cadence

Market Specific / Ad-hoc

Goal

Regional partnerships and localized flavors to deepen community connection.

"The local favorite"

Utah Original | Collabs

Go-to-Market Strategy

GTM Strategy – Phase 1: Product Validation

01

Months 0-6 | Current Phase

Primary Objective

"Achieve manufacturing readiness and validate the product formulation at scale."

Key Activities

Pilot Production Runs
Validation of line speeds and packaging integrity.

Stability Testing
Accelerated shelf-life and microbiological compliance.

Flavor Optimization
Final sensory adjustments based on bench samples.

Final SOPs & Quality
Documentation of standard operating procedures.

Phase Outcome

Commercial-ready product & validated production process

Go-to-Market Strategy

GTM Strategy – Phase 2: Demand Validation

02

Months 6-12 | Growth Phase

Primary Objective

"Validate consumer demand and introduce the brand to the market through controlled channels."

Key Activities

Controlled DTC Launch
Initial direct-to-consumer release to build core community.

Experiential Sampling & Events
Physical activations to drive trial and brand awareness.

Creator Seeding Program
Strategic gifting to influencers to generate social proof.

Performance Data Collection
Gathering feedback and metrics to support retail sell-in.

Phase Outcome

Demonstrated consumer demand & hero SKU identification

Go-to-Market Strategy

GTM Strategy – Phase 3: Early Retail Expansion

03

Months 12-18 | Expansion Phase

Primary Objective

"Drive early retail adoption and optimize unit economics for national scale."

Key Activities

- **Campus & Café Retail Pilots**
  Targeting high-density Gen Z environments.
- **Regional Retail Chain Tests**
  Proof of concept in select key geographies.
- **Promotional Calendar & Merchandising**
  In-store activation to drive trial and velocity.
- **Performance Metrics & Scale Blueprint**
  Data-driven optimization for national rollout.

Phase Outcome

Validated retail model & pathway to national distribution

Business Model & Economics

Unit Economics Snapshot

Shelf Price	Wholesale	Target COGS	Gross Margin
~$3.49	~$1.85	~$0.90	45–50%

Margin Expansion Levers

Scale Efficiencies
Volume breaks on aluminum cans and sleeves (>500k units).

Ingredient Optimization
Bulk purchasing of proprietary flavor systems.

SKU Velocity
Focusing on top 2 movers to reduce changeover costs.

Key Sensitivities

Standard Retailer Margin	35-45%
Wholesale Range	$1.75 – $1.95
COGS Range	$0.85 – $1.00

Co-Man Pricing
Tolling fees vary by run size; minimums are critical.

Retail Positioning
Trade spend/slotting fees for initial entry.

Operations

Manufacturing Readiness

Completed

Foundation Established

- Patented Formulation Secured
- Bench-Ready Flavor Prototypes
- Packaging Specifications

In Progress

Execution Plan

- Engage Co-Manufacturer
- Pilot Production Runs
- Stability Testing
- Quality Validation
- Finalize SOPs

Outcome

What Is De-Risked

- **No R&D Uncertainty**
  Core tech is validated.
- **Manufacturing Validated**
  Pathway to scale confirmed.
- **Compliance Established**
  Regulatory framework set.

> *"We are moving from theoretical formulation to scalable production with a defined playbook."*

Execution Plan

18-Month Timeline & Milestones

MOS 0-3

Setup & Partnering

- Co-man selection
- Legal finalization
- Packaging vendors

MOS 3-6

Pilot Production

- Initial runs
- Stability testing
- Flavor optimization

MOS 6-9

Commercial Readiness

- Scale validation
- Final compliance
- Sampling events
- Creator seeding

MOS 9-12

Controlled Launch

- DTC launch
- Performance metrics
- Distribution planning

MOS 12-18

Early Scale

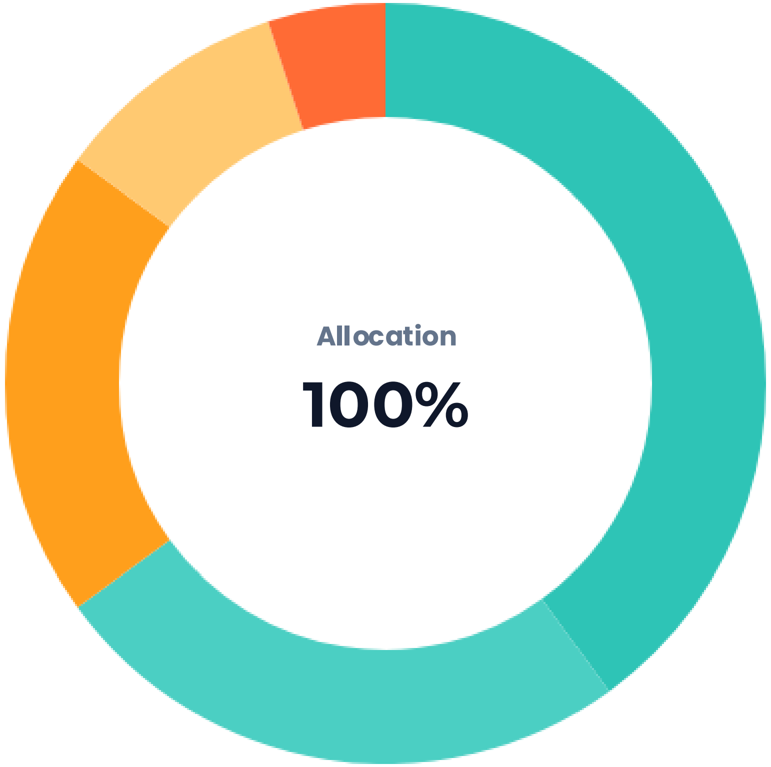
- Campus & café pilots
- Regional retail tests
- Prep Series A data

Investment Ask

Use of Funds

Target Seed Raise

$500K – $1M



Expected Runway

12 – 18 Months

- **40%** — **Product Dev & Production**
  Manufacturing, Ingredients, Packaging
- **25%** — **Testing & Compliance**
  Regulatory, Stability, Quality Assurance
- **20%** — **Launch Marketing**
  Sampling, Creator Seeding, DTC
- **10%** — **Operations**
  Working Capital, Logistics
- **5%** — **Contingency**
  Buffer for Unforeseen Costs

Competitive Moat

Competitive Advantage

> "DRYT's advantage is structural and defensible, built on intellectual property, market timing, and deep category expertise."

01

Patented Formulation

Proprietary shelf-stable technology creates a significant technical barrier to entry for competitors.

02

First-to-Market

No direct competition in the RTD dirty soda category, securing prime shelf positioning early.

03

Consumer Alignment

Gen Z purchasing behavior and viral trends validate demand prior to full product launch.

04

Scalable Architecture

Modular flavor system enables rapid SKU expansion and seasonal rotation without operational complexity.

05

Founder Expertise

Deep beverage industry experience and category knowledge driving execution and strategy.

ategic Vision

Vision & Scalability

> *"From hero SKUs to national platform: building a category-defining brand at the intersection of flavor innovation and cultural relevance."*

Phase 01
Entry Point

- RTD Dirty Soda core platform establishment
- Hero SKU validation & velocity data

Strategic Focus

Market Proof

Phase 02
Category Adjacency

- Flavor line extensions & variety packs
- Dominance in Campus & Café channels
- Seasonal & limited edition drops

Strategic Focus

Breadth & Reach

Phase 03
Platform Ecosystem

- Channel diversification (Foodservice, E-comm)
- Strategic brand partnerships
- Mass retail expansion
- Brand licensing opportunities

Strategic Focus

Ubiquity

The Founder

Jasmyn Turner

Founder & CEO, DRYT

15+ Years Leadership
Proven CPG & Beverage Industry Track Record

Director at Circle K
North American Director of Dispensed Beverage

$500M+ Revenue
Managed massive annual P&L portfolios

28% Sales Growth
Drove $6M incremental growth in 2024

Technical Expertise
Deep knowledge in beverage production & equipment

Industry Awards
2023 C-Store 40 Under 40, Innovator of the Year

Pepsi's Most Successful LTO Launch
Spearheaded launch selling 44M incremental units

"Combining deep beverage industry expertise with entrepreneurial vision to bring the first shelf-stable dirty soda to market."

DRYT

Investment Opportunity

Raising

$500K - to - $1M

Pre-Seed Round

Use of Funds

Product validation, controlled launch, early retail pilots

Runway

12 – 18 Months runway to Series A readiness

Outcome

Achieve manufacturing scale & Series A readiness

"Let's bring dirty soda to retail shelves nationwide."

Jasmyn Turner
Founder & CEO

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