



ICONIC BRANDS

OTCQB: ICNB

SPRING 2022

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ICONIC BRANDS

Iconic Brands, Inc. (OTCQB: ICNB) is a leader in the development and sale of alcohol and non-alcohol brands that are “better-for-you” and “better-for-the-planet.” **TopPop**, its wholly owned subsidiary, is a pioneer in the product development of low calorie, “ready to go” drinks – **ready-to-freeze** (RTF) and **ready-to-drink** (RTD) products in sustainable, flexible, or stand-up pouch packaging. They are a leader in the “cocktails-to-go” and alcohol ice-pop market. ICNB's brands include “Bellissima” by Christie Brinkley, a premium BFY collection of Prosecco, Sparkling Wines, and Still Wines, all certified vegan and made with organic grapes. Bellissima is strategically positioned with its **Zero Sugar Wines** in the fast growing zero sugar beverage category. The company operates in multiple states, sells, and distributes across the globe and has Fortune 500 customers that include some of the world's largest alcohol beverage companies and brands.

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Overview

Investment Opportunity Highlights



TopPop Acquisition

Revolutionizing the alcohol and non-alcohol industry

Focus on Feel Good Beverages—Better for You and Better for the Planet

Consumers need for healthier + environmentally friendly products

Delivers ready-to-use products quicker and easier

TopPop's sustainable packaging solutions make ICNB a leading vertically integrated beverage/CPG company

New sales team with extensive industry experience:

FOCUS ON INCREASED DISTRIBUTION/
SALES OF BRANDED PRODUCTS AND
NEW BRAND ALLIANCES IN THE
RTD/RTF MARKETS

Growth in flexible packaging/
RTD market
up 42% to \$1.6 billion

Targeting a new generation of
environmentally and health
conscience consumers

Celebrity brand deals and craft
beverage deals booming

Growth & Sales



Management Expertise

Over 200+ years of
experience coming from XXX
companies...sales force with
expertise in distribution of
alcohol brand products.

(to come)

Reduced Carbon Footprint/
Sustainable Solutions

Alcohol products with
zero sugar/vegan/
organically procured
ingredients

From design to delivery—
customized & convenient
RTF/RTD cocktails

Unique solutions for
cocktails to go market

Competitive Advantages



Capacity & Scalability

2021:

30,000 sq. ft and
36 million units sold

2022:

Adding 105 sq. ft
with capacity for RTD
& RTF products
exceeding 150 million

2023:

170,000 sq. ft leading to
additional unit capacity
and fulfillment



From design to delivery, TopPop is a leader in sustainable flexible packaging. By reinventing ice pops in 2020 through the launch of alcohol infusion with proprietary blends of natural flavors, TopPop became the leading seller of alcohol ice pops in the country in 2021. It continues to innovate and provide novel pouch solutions for the fast-growing cocktail category. TopPop is strategically positioned at the forefront of manufacturing innovation in the beverage and frozen treats industry with an evolving portfolio of brands, categories and package types to help brands meet shifts in consumer demand



Based in New Jersey, our state-of-the-art solar powered facility contains high-speed flexible pouch equipment, blending and batching capabilities, semi-automatic pack out and full-product testing capabilities all under one roof.

In 2022, projected to produce **over 120 million** units of: frozen ice-pops, various stand-up flexible pouches, single serve shots, organic juice pops, dog treats and more



LESS RAW MATERIAL • LESS ENERGY
LESS TRANSPORTATION • LESS PRODUCT WASTE

Pre-pandemic restrictions on to-go cocktails have been removed in at least 20 states.

Top Pop's RTD cocktail pouches & frozen cocktail pops are experiencing growth with the overall pre-mixed cocktails category

Premixed cocktails were the fastest-growing spirits category in 2021, stealing share from beer and hard seltzer. Sales of premixed cocktails surged 42.3% to \$1.6 billion compared with a year earlier...Ready-to-drink cocktails were second only to vodka in terms of volume consumption, beating American whiskey, tequila and mezcal and rum.

— DISTILLED SPIRITS COUNCIL OF THE U.S.

Clients represent the leading brands in the alcoholic beverage category.



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Certified production facilities supporting best-in-class food & beverage brands (FDA registered, SQF certified, TTB & NJABC approved).

Expanding capacity with multiple growth drivers

Packaging Innovation solutions for diversified product categories

RTD/RTF brand extension and product innovation

Seasoned management team focused on value creation for partners and shareholders



Reach new consumers

Continually offering new options and new brands

Delivering easier, faster ways to enjoy new flavors and old favorites

Offering healthier, more environmentally-friendly options for new consumers

Increase brand engagement

Large Brands need to check the environmental box OP

Lower portions, healthier choices, more control

New consumption solutions consumers can align with so they can enjoy their favorite drinks in various forms

Open up new use occasions

Freezable and sustainable flexible pouches allow for compliant and practical off-premise uses like outdoor concerts, events, and to-go packages.

Sustainability/ Reduce Carbon Footprint

80-85% reduction in use of plastic

More efficient use of resources

100% Solar-powered facility by Spring 2022

Raise account profitability with high-margin single units

The Hooters Relationship

The growing focus on “cocktails-to-go” and the RTD market puts Iconic in a unique position to offer beverage brands, restaurants and retailers a way to offer and connect with their customers with an on the go, healthier, more environmental conscious solution to enjoy their favorite flavors



Multi-year Partnership

Restructures old Iconic deal

% revenue share???

Offering consumers “a new way to chill” with some of Hooters most famous flavors like “Pineapple Painkiller”

Multiple frozen cocktail pouches and ice pop flavors

Hooters Outlets for Distribution

Pouches will be offered at select Hooters of America where permitted by law*

Will be available at Hooters of America’s casual take-out restaurants

Retail and Direct-to-Consumer

Hooters RTD and RTF pouches and pops to be available at retail stores and chains where other Hooters flavors are available to allow the consumer to experience the brand on the go, or at home

Select flavors and products to be available for direct-to-consumer purchases

Events and Offsite Initiatives

Sporting Events

Golf Courses

Concerts/Outdoor festivals

Pop-up Events

Hospitality



Bellissima is a brand, partnered with **Christie Brinkle**.
Organic, Vegan text here, sparkling still wines



Product Quality

ZERO
SUGAR

CERTIFIED
ORGANIC
VINEYARD/
CERTIFIED
VEGAN

BOUTIQUE
WINERY
QUALITY

Marketing

MULTI-
CHANNEL
ADVERTISING

HIGH
IMPACT/GEO-
TARGETED
ADS

EDUCATIONAL
POS

ACTIVATIONS
WITH
CHRISTIE

Sales & Distribution

NEW
SALES
FORCE

BIG
BOX?
XXXXX

3 BILLION
CATEGORY
GRWOTH BY
XXXX?



Better for you, Better for the planet

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Brand Strategy/Landscape

ADDING TO THE PORTFOLIO

Offer higher margin and sell for higher valuations



Hermosa

Organic Agave, recycling fiber into straws, kosher, clean processing - organic



Farm to Spirits

Organic wheats and barley and fruits, plant a tree for every bottle sold clean processing organic



Low Alcohol, Non-Alcohol & "Mocktails"

The non-alcoholic beverage industry skyrocketed this past year as consumers shift from booze-filled nights to prioritizing their health and wellness.

Non-Alcoholic Drinks Market is estimated to grow at a CAGR of 4.4% to reach \$2,090 billion by 2022

Non-alc spirit brand Lyre earns \$360 million valuation, up from \$134 million earlier this year.



Celebrity Brand & Craft Spirit Deals

Termana Tequilas (The Rock) • Dos Amigos Tequila (Breaking Bad Actors) • Aviation Gin (Ryan Reynolds) • Casamigos (sold for \$1B) • Castlebrands to Pernod Ricard • Heaven Hill just purchased Sampson and Surre



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Near-term Catalyst

New Brands & Craft Beverages

Celebrity brands

Craft brands

Both offer higher margin when monetizing

Environmentally conscious

Non-alcoholic, and low alcohol market, mocktails

Distribution/Marketing/Sales Expansion

New management team with extensive industry experience

New sales force from spirits industry

New marketing team with international experience in wine and spirits

New digital marketing strategy, DTC

Launch of Zeros

Exploding category-high demand from large retailers to small organic stores

Vegan, made with organic grapes, zero sugar

Offered in 5 expressions

DTC through QVC and others

Uplist to Senior Exchange

Application submitted to NYSE/AMEX

Expectation is to be uplisted in Q2

Growth due to Expansion

New 85K sq. ft facility in addition to existing 30K sq. ft facility

40 million units to over 120 million units

Growth Due to Demand

RTD/RTF “drink to go”

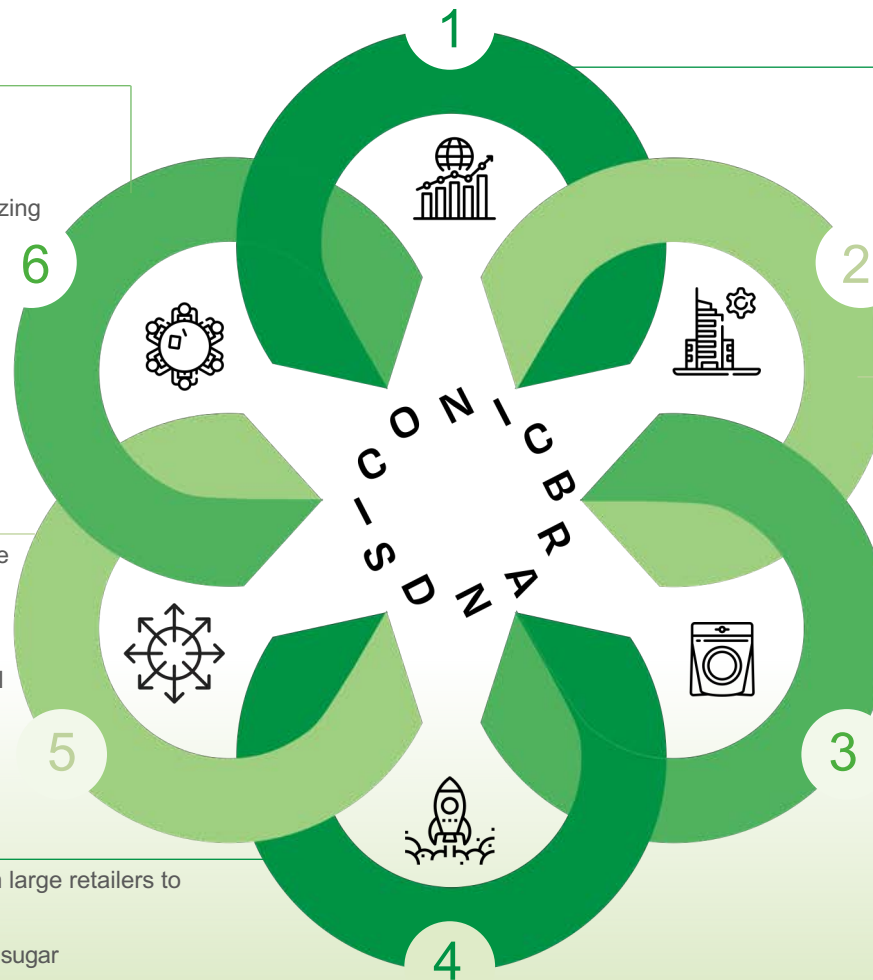
Cocktails-to-go, Hooters synergies

Regulations, ‘new consumer’, post covid economy, more efficient

Frozen treats, squeezable smoothies, water and healthier juice drink pouches

Pouches outperform rigid packaging with the most efficient product to packaging ratio

Sustainability, packaging solutions better for the environment



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Summary & Milestones

Together, iconic brands and top pop packaging brings a refreshingly new approach to the exciting beverage business that breaks free from the traditional industry model. We give consumers a better choice about the products they use and the world they live in.

FEEL GOOD BEVERAGES: BETTER FOR YOU, BETTER FOR THE PLANET

Zero sugar
wine &
prosecco

Vegan
wine

Eco-friendly
flexible
packaging

Portion-
controlled
frozen
cocktail pops

Convenient
ready-to-drink
cocktails

Feel good nutritious &
delicious freezable treats for
people & pets

WATER & JUICE DRINK POUCHES
ORGANIC JUICE POPS • SQUEEZABLE SMOOTHIES



Our leadership team blends the dynamic perspectives of Beverage industry veterans, entrepreneurs and corporate brand stewards coupled with a strong balance sheet, capital investment in production operations marketing and distribution. Enabling new entry points for adult beverages and freezable treats for all ages, we impact the fast-changing food and beverage consumer landscape with timely and innovative product solutions which fuels our passion and rapid growth, while providing a much demanded and needed sustainable solution to the standard beverage packaging methods.

**TopPop
Acquisition**

**Competitive
Advantage**

PROVIDING SUSTAINABLE
SOLUTIONS WITH
FEEL GOOD BEVERAGES

**Built Out Of
Management
Team &
Sales Force**

**TopPop
Expansion**

**Launch
of Zero,
other Celeb
Brands,
Craft Spirits**

**Uplisting
To Major
Exchange**

**2023 &
Beyond**

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Competition Landscape

Table with Comps SBEV, VINE, STZ?

Market cap

Ticker

Short description – (if necessary)

Valuations?

Financials

Historic data

Consolidated results (2019, 2020 and 2021 as if TopPop was owned for the full year).

	2019	2020	2021	2022	2023
	actual	actual	actual	Est	Est
Revenue					
Operating Profit					
Free Cash Flow					
Cases sold					
RTF/RTD units sold					
Balance Sheet /Cap Table (or like suggested in another slide)					
Projections/ Guidance					
Backlog/Pipeline					

Cap Table

Common Shares Outstanding

Warrants

Etc.

Common, pref's warrants

52 week High and 52 week Low

Average volume

Insider ownership %

Institutional ownership %

Leaders in Beverage Industry

Together, Iconic Brands and Top Pop brings a refreshingly new approach to the Beverage and Frozen Treats industry that breaks free from the traditional industry model. Leadership blends the dynamic perspectives of Beverage industry veterans, entrepreneurs and corporate brand stewards coupled with investment banking + production operations + field marketing across US and global markets.

I will adjust this layout once I have headshots

Larry Romer, CEO

Mr. Romer is a 40 plus year veteran of the beverage business holding senior management positions with Coca Cola, The Paddington Corporation, Jim Beam and Southern Glazer Wine & Spirits. Mr. Romer holds a bachelor's degree in Health and Physical Education from Manhattan College and a master's degree in Health and Physical Education from Adelphi University.

David Allen, CFO

Mr. Allen has over 22 years of experience serving as the chief financial officer of public companies and over 40 years of experience as a certified public accountant, starting his career with Arthur Andersen & Co. Additionally, Mr. Allen sits on the board of directors of two other public companies, Charlie's Holdings, Inc. (OTCMKTS: CHUC) and MariMed, Inc. (OTCMKTS: MRMD), where he serves as audit committee chairman. Mr. Allen is a licensed CPA and holds a bachelor's degree in accounting and a master's degree in taxation from Bentley College.

John Cosenza, COO

A 30-year Anheuser-Busch loyalist with in-depth experience in alcohol sales, Mr. Cosenza has extensive connections with major chains for distribution. Mr. Cosenza started his Anheuser-Busch career as a sales representative for Lower Manhattan. As Chain Store Manager, he was responsible for all NYC chain store sales and innovations. Mr. Cosenza was Sr. Manager for AB's Corporate Social Responsibility (CSR) division, where he took part in promoting responsible drinking, the designated driver program and the prevention of underage drinking. Mr. Cosenza has an MBA in finance from Long Island University, and a bachelor's degree in Sports Management and Athletic Administration from St. John's University.

Tom Martin, President & COO of TopPop

Tom Martin has been in the primary and secondary packaging industry for over 40 years with privately held companies. He has managed, co-founded and run printing operations, equipment divisions, cosmetic contract manufacturing and food contract manufacturing companies. Mr. Martin's expertise is in sales, engineering and company building. He is a co-founder of TopPop Packaging. TopPop was built from the ground up by capitalizing on the innovative idea of alcohol-infused adult ice pops and single-use food & beverage products. This then led to the building of its state-of-the-art, FDA approved production facility, which tripled the company's production capacity. The facility was designed and built to produce single-serve Boozy Ice Pops for some of the nation's largest beer, wine and spirits companies.



We thank you.

ADAM SELKIN

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