

HEROES & HERETICS

CACHACA  
ROLLER  
HARD SELTZER

BROWN SUGAR | LIME

LOW CALORIE

DRINK LESS. ENJOY MORE.

330ML e | ALC 5% VOL

THE CACHACA ROLLER IS A REFRESHING  
HARD SELTZER MADE FOR THE FREE  
SPIRITED CACHACA LOVER. ENJOY

HEROES & HERETICS

RUM  
ROLLER  
HARD SELTZER

PASSION FRUIT | MANGO

LOW CALORIE

DRINK LESS. ENJOY MORE.

330ML e | ALC 5% VOL

THE RUM ROLLER IS A REFRESHING  
HARD SELTZER MADE FOR THE FREE  
SPIRITED RUM LOVER. ENJOY.



HEROES & HERETICS

TEQUILA  
ROLLER  
HARD SELTZER

PINK PEPPERCORN | PINK GRAPEFRUIT

LOW CALORIE

DRINK LESS. ENJOY MORE.

330ML e | ALC 5% VOL

THE TEQUILA ROLLER IS A REFRESHING  
HARD SELTZER MADE FOR THE FREE-  
SPIRITED TEQUILA LOVER. ENJOY.

# WHY THE ROLLER?



## Background

H&H have created a range of quality, low calorie Hard Seltzers suitable for every occasion. H&H have years of expertise in spirits but now are expanding their business into the Premium RTD market.

## The Rollers

The range consists of 3 products; Cachaca Roller, Rum Roller and Tequila Roller. All of the range use named premium spirits, are environmentally consciously canned and presented in a unisex matte black finish that stands out on-shelf.

## Our Values

Only the best spirits and ingredients go in to our cans; this way we can ensure a consistently excellent flavour profile. Our products are accessible to all: Vegan, Gluten Free and Allergen Free. We have also taken steps to create a sustainable and environmentally friendly product to reduce the footprint of the F&B Industry.

## Mission

H&H No.1 mission is to show the world that Hard Seltzers can be a flavoursome, premium product and not a cheap mass produced beverage.

# 2023 DRINKS TRENDS



50% of their consumers  
want to know where their  
ingredients are from

94%↑

growth in Hard Seltzer Market  
since March 2022

33%

of people plan to drink more  
natural product based  
cocktails this year

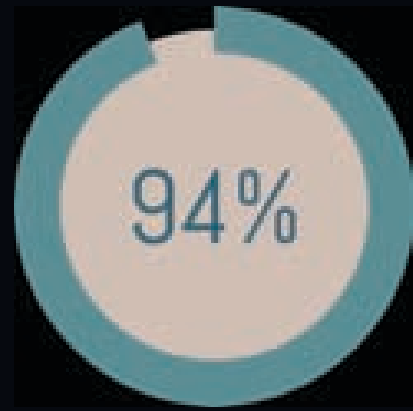
\$14.5 Billion

valuation of the Hard Seltzer Market by 2027

# THE TEQUILA BOOM

Sales of Tequila in UK supermarkets have almost doubled in value in the last two years, new data has revealed.

X2



The UK has seen a 94% jump in Tequila's value, and 83% boost in its volume sales in two years

3.4m Tequila bottles were sold in the UK on- and off-trade combined, worth £224m (US\$269m).



# CACHACA ROLLER HARD SELTZER

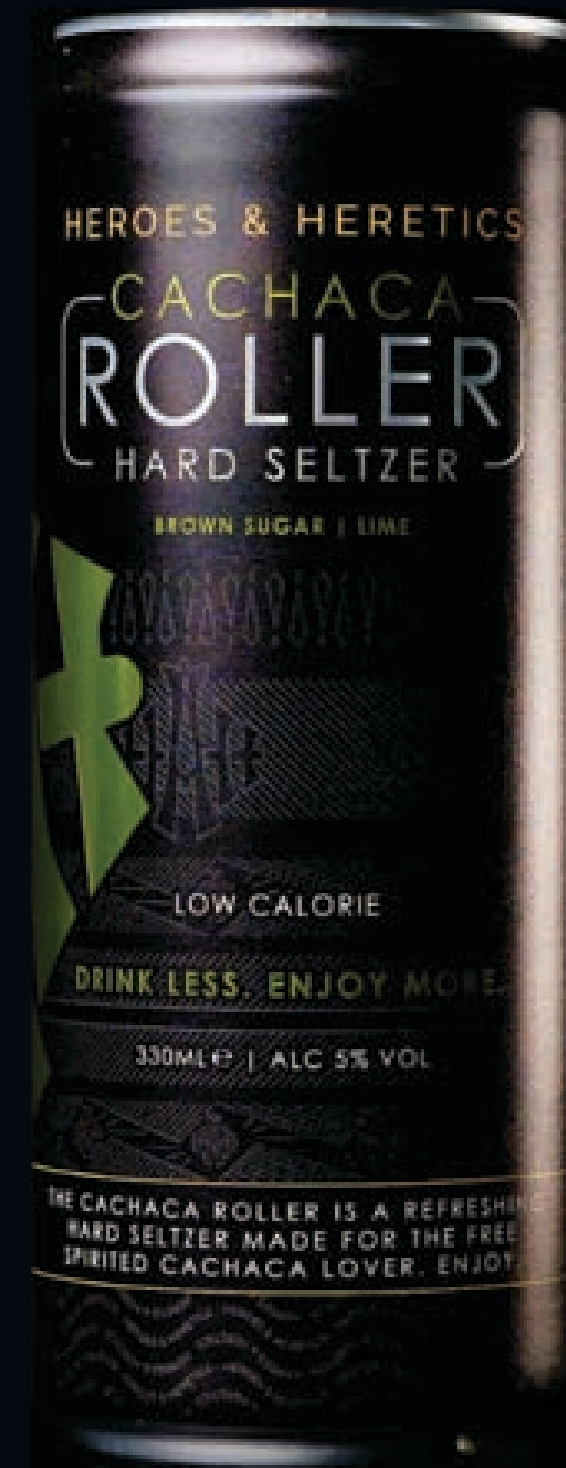
## Product Information

- Our take on a classic Caipirinha, a citrusy blend of Brazilian white rum, brown sugar and lime brought together with sparkling water.
- Low calories and 5% ABV
- Vegan, Gluten Free & Allergen Free

## Ingredients

HAH CACHACA 48% ABV, POTASSIUM SORBATE, SUGAR, DARK MUSCOVADO SUGAR

CITRIC ACID, LIME JUICE, NATURAL TAHITIAN LIME FLAVOUR



330ml

Pack Size: 24

SKU: HAHCR24

Unit Dimensions:

Length: 350ml

Width: 235ml

Height: 153ml

Commodity Codes:

2208906900

Website:

<https://theroller.uk/?product=the-cachaca-roller>



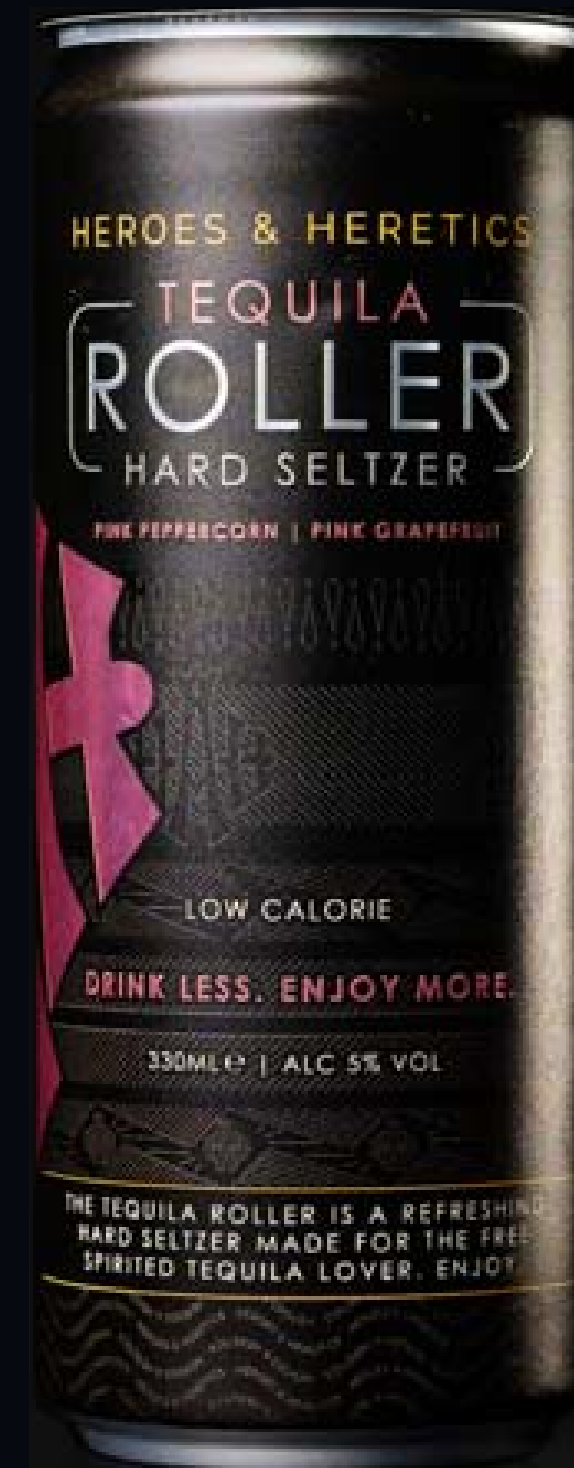
# TEQUILA ROLLER HARD SELTZER

## Product Information

- The taste of summer in a can, a delicious infusion of quality Tequila, blended with refreshing Grapefruit and Pink Peppercorn.
- Low calories. Sat at 5%.
- Vegan, Gluten Free & Allergen Free

## Ingredients

HAH TEQUILA 55% ABV, POTASSIUM SORBATE, SUGAR, STEVIA, CITRIC ACID, NATURAL TAHITIAN LIME FLAVOUR, NATURAL PINK PEPPERCORN FLAVOUR, NATURAL GRAPEFRUIT FLAVOUR



330ml

Pack Size: 12

SKU: HAHTR12

Unit Dimensions:

Length: 240ml

Width: 170ml

Height: 150ml

Commodity Codes:

2208906900

Website: [https://theroller.uk/?](https://theroller.uk/?product=the-rum-roller)

[product=the-rum-roller](https://theroller.uk/?product=the-rum-roller)





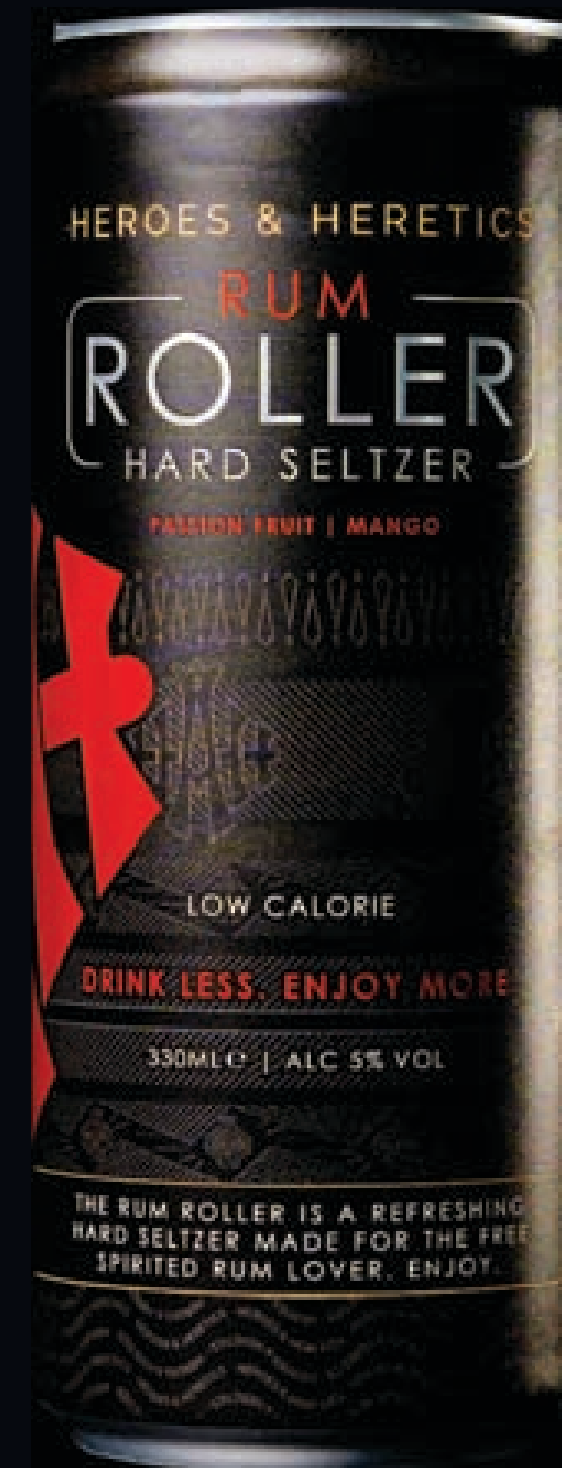
# RUM ROLLER HARD SELTZER

## Product Information

- The taste of summer in a can, a delicious infusion of quality 8 year old Venezuelan dark rum, mango and passion fruit topped off with sparkling water.
- Low calories. Sat at 5%.
- Vegan, Gluten Free & Allergen Free

## Ingredients

HAH RUM 69% ABV, POTASSIUM SORBATE, SUGAR, CITRIC ACID, MANGO FLAVOUR NATURAL, PASSIONFRUIT FLAVOUR NATURAL, LYCHEE FLAVOUR NATURAL, NATURAL CINNAMON FLAVOUR, NATURAL STAR ANISE FLAVOUR



330ml

Pack Size: 24

SKU: HAHRR24

Unit Dimensions:

Length: 350ml

Width: 235ml

Height: 153ml

Commodity Codes:

5060612970394

Website: <https://theroller.uk/?product=the-rum-roller>



# HARD SELTZERS: TIME FOR A PREMIUM OPTION

## Premiumisation

Made with real high quality spirits and top ingredients



## Unique Recipe






No generic fruit combo seltzers



## First in its Category

First Tequila Seltzer in the Uk Market

# HEROES & HERETICS

The Brand	Launch Date	Real Spirit?	Boutique Production	Premium Serve	Vegan, Gluten Free & Allergen Free	Unique Recipe
	2023	✓	✓	✓	✓	✓
	2016	✗	✗	✗	✓	✗
	2012	✗	✗	✓	✗	✓
	2022	✗	✗	✗	✓	✗
	2019	✗	✗	✓	✓	✗