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HARD Question

Ask yourself the “What if” ?

What If you wanted to replace the “soft drink”... What would you call it?

What if you reimagined the classic flavors and crafted them from the ground up?

What if you eliminated all the things people didn't like by focusing on refinement?

What if you caffeinated it at healthy levels for the masses to enjoy and did it without any of the artificial “junk” used by other brands?

What if this refined drink and brand was founded on a quest for deeper principles and promulgated that message of self-empowerment and courage...balanced with humility and gratitude?

What if a drink was more than a drink... but an ideology in liquid form to be consumed. Not one built of virtue signaling, but a true desire to live virtuously with a deeper understanding that... Life is best when its lived “ HARD® ”.

HARD Inside

HARD® answers the “What if” ?

- HARD® crafts reimagined classics and creates the classics of tomorrow.... Today!
- The premium quality consumers look to indulge in, the fulfillment of the need for caffeine and functionality, all while having the flexibility to be consumed as either a stand-alone beverage or utilized as a mixer.
- HARD® is a bridge between functional beverages and classic flavors, merging the best of both worlds with flavor that is passionately crafted to be simply irresistible.
- HARD® is the soft drink replacement and gives the health-conscious consumer a dynamic alternative to coffee and energy drinks. FREE of Taurine, artificial flavors, colors, corn syrup, artificial sweeteners, and empty promises.
- Simply put....Crafted, Caffeinated, Classics with Character.

HARD®

The New Pop Culture !™



ORIGINAL



Our crafted secret blend of flavors, spices, and aromas create a unique experience, certifying HARD[®] ORIGINAL in a category all its own.

Revel in the taste of

“Christmas in a can”! TM

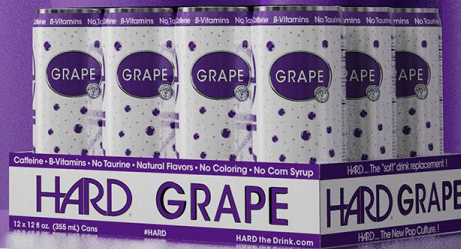
CITRON



Enjoy what our genuine citrus flavor truly embodies, a crisp start and a clean finish.

HARD® CITRON is both sophisticated and refreshingly approachable.

GRAPE



HARD® GRAPE is rich in flavor yet clean and light. It's deliciously sweet with a touch of tart.

Your childhood favorite has grown up.



CLUB

**HARD® CLUB is
bubbly and
effervescent,
calorie free and
refreshing...**

**The way
sparkling CLUB
should be... and
then some!**



TONIC



HARD® TONIC
is classically
flavored with the
unmistakable
bite of real
quinine.

**You will love
this modern
revelation!**

GINGER



HARD® GINGER is a century old classic for a modern world.

Dry-sweet flavor, masterfully balanced with the vivid snap of ginger.



The velvety
smooth vanilla
cream flavor of
HARD®
C.R.E.A.M.
Wu Tang
Edition is rich
and polished.



**Wu-Tang
Forever!**



HARD[®]



WHEN THE
LYRICAL SWORDS
MEET THE
LIQUID SWORDS

HARD®



POWERED BY



LIVE NATION
PRESENTS

AND!

Nas



STATE



TOUR '22!

MIND

AUG 30 ST. LOUIS, MO
 SEP 01 NOBLESVILLE, IN
 SEP 02 TINLEY PARK, IL
 SEP 03 CLARKSTON, MI
 SEP 04 TORONTO, ON
 SEP 07 CUYAHOGA FALLS, OH
 SEP 08 CAMDEN, NJ
 SEP 09 HARTFORD, CT
 SEP 10 MANSFIELD, MA
 SEP 13 NEWARK, NJ
 SEP 14 VIRGINIA BEACH, VA
 SEP 16 BRISTOW, VA
 SEP 17 RALEIGH, NC



SEP 18 CHARLOTTE, NC
 SEP 20 WEST PALM BEACH, FL
 SEP 21 TAMPA, FL
 SEP 22 ATLANTA, GA
 SEP 24 HOUSTON, TX
 SEP 25 AUSTIN, TX
 SEP 26 DALLAS, TX
 SEP 29 PHOENIX, AZ
 SEP 30 IRVINE, CA
 OCT 01 OAKLAND, CA
 OCT 02 WHEATLAND, CA
 OCT 04 LOS ANGELES, CA



COBRA KAI



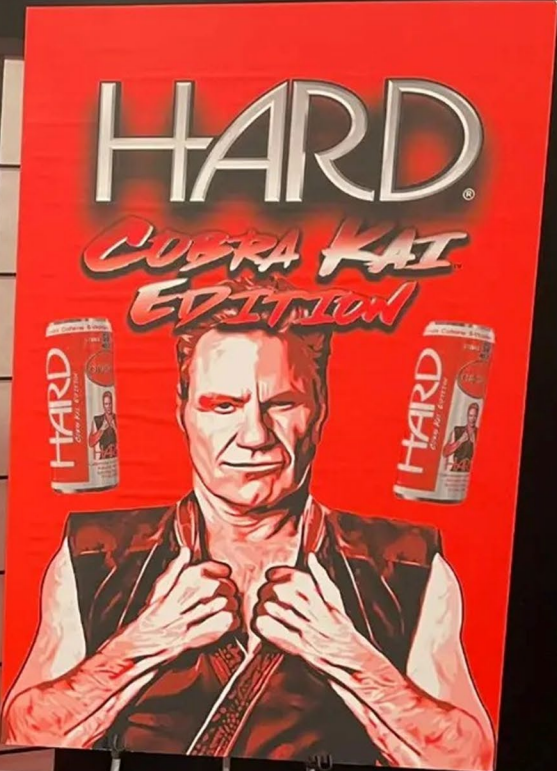
“Cobra Kai” has taken the championship belt on Nielsen’s streaming chart upon the release of its fifth season on Sept. 9. During the week of Sept. 5 through 11, Netflix’s continuation of the “Karate Kid” film franchise led the Overall and Original streaming programs list with 1.7 billion viewing minutes.



When the student
is ready,
The Sensei Appears

Are you ready to
begin your
training?

**YES
SENSEI!**





HARD®



COBRA KAI™
EDITION

Think HARD

Consumers want an experience. The “HARD[®]” Experience![™]

Consumers want what's new, hip, and exciting! and that's something that old and tired brands simply can't provide....Buyers know that...

Which sounds exciting to you?



1783

1786 (Steamboat invented)



1886

1888 (Teslas AC Motor)



1893

1893 (Zipper Invented)



1904

1906 (Cornflakes Invented)



1929

1928 (Bubble Gum Invented)

VS

HARD[®]

Play HARD



Play HARD

Ford
Live HARD
jetBlue



CLEVELAND BROWNS
DRAFT PARTY
VIP DRAFT PARTY
CLEVELAND BROWNS
DRAFT PARTY



AMERICAN BARRELS
BOURBON



Fight HARD



I'll be your HARDtender™ this evening.
Can I interest you in a HARD Cocktail?



THE CURIOUS BARTENDER

*Crafted HARD.[®]
ORIGINAL Cocktails*

*Premium White Rum
& HARD. ORIGINAL*

*Tennessee Whiskey
& HARD. ORIGINAL*

HARD. Fashioned

*Premium Bourbon, Orange Bitters
Topped with HARD. ORIGINAL
Finish with a flamed Orange Peel
- Rons "Founders Favorite" -*

HARD. Ball

*Premium Cinnamon Whiskey
HARD. ORIGINAL
Cinnamon Stick
- Swing HARD. for the fences! -*

HARD. Cherry

*Premium Cherry Vodka
HARD. ORIGINAL
Gourmet marinated Brandied Cherry
- It will feel like the very first time -*

When you explore
the world of
HARD Mixology

You're only limited
by your imagination.

THE CURIOUS BARTENDER

Crafted HARD. GINGER Cocktails

Premium Whiskey
& HARD. GINGER

Premium Gin
& HARD. GINGER

HARD. Kickin' Mule
Premium Vodka, Fresh Lime Juice
HARD. GINGER
Slice of Candied Ginger
- It Kicks in HARD. -

Jammin HARD.
Premium White and Dark Rum
Splash of Coconut Rum
Muddled Mint
HARD. GINGER
- We're jammin' till the jam is through -

HARD. Knock Life
Premium Cognac
HARD. GINGER
Orange Twist
- I got 99 problems, but a drink ain't one. -

Crafted HARD. GRAPE Cocktails

HARD. Pressed
Premium Grape Vodka & HARD. GRAPE
Frozen Grapes (Instead of Ice)

HARD. to Believe
Premium Vanilla Vodka & HARD. GRAPE

HARD. Rain
Premium Grape Vodka & Raspberry Vodka
HARD. GRAPE
Drizzle a little Raspberry Liquor on top
- A drink made for a King, or at the least a Prince. -

HARD. Birthday Bash
Premium "Cake" Vodka
HARD. GRAPE
Whipped Cream & Sprinkles
- Go shorty it's your birthday -

Cold HARD. Cash
Premium Apple Vodka
HARD. GRAPE
Lime & Apple slice
Topped with a splash of Premium Port
- You earned, it...now burn it. -

HARD. Hitter
Premium XO Cognac
HARD. GRAPE
- A true HARD. Hitter comes correct. -

Crafted HARD. CLUB Cocktails

Premium Scotch
& HARD. CLUB

Premium Vodka
& HARD. CLUB
- Gregs "Party in a Party" -

HARD. Money
Premium Honey Whiskey
HARD. CLUB
Slapped Mint & Splash of Lemon Juice
- Remember... No Money, No Honey" -

HARD. to Get
Premium Pinot Grigio
HARD. CLUB
Fresh Strawberry
- All the great ones are -

HARD. to Remember
Premium Vodka
Coffee Liquor
HARD. CLUB
- You may not remember, but everyone else will -

Crafted HARD. CITRON Cocktails

Premium Blended Whiskey
& HARD. CITRON

Premium Orange Vodka
& HARD. CITRON

HARD. Lemonade
Premium Tennessee Whiskey
Triple Sec, Splash of Sour
HARD. CITRON, Fresh Lemon Juice
- When life gives you lemons, make some HARD. Lemonade -



HARD. Luck
Premium Irish Whiskey
HARD. CITRON



- When you're HARD. You make your own luck -

HARD. Sangria
Premium Dry Red Wine
Splash of Brandy,
Lots of HARD. CITRON
- Served family style with fresh cut fruit -

Crafted HARD[®] TONIC Cocktails

Premium Gin
& HARD[®] TONIC

Premium Tequila
& HARD[®] TONIC

Squeeze HARD[®]
Premium Platinum Tequila
Grapefruit Juice
HARD[®] TONIC
- Grab on with both hands -

HARD[®] Break
Premium Vodka, Melon Liqueur
HARD[®] TONIC, Fresh Lime Juice
- Take a HARD[®] Break, You earned it -

HARD[®] to Handle
Premium Vodka, Gin, and Dark Rum
Splash of Fresh Orange Juice,
HARD[®] TONIC
- It's HARD[®] to Handle... Just Like You! -

Crafted HARD[®] C.R.E.A.M. Cocktails

Ghost Face Chillah
Premium Orange Vodka
with
HARD[®] CREAM Wu-Tang Edition
~ It's a Thrillah ~

Wu-Tang Forever
Premium Spiced Rum
Dash of Vanilla Bitters and
HARD[®] C.R.E.A.M. Wu-Tang Edition
~ Greatness is Eternal ~

Shaolin Shake
Premium Vanilla Vodka and Irish Cream
HARD[®] C.R.E.A.M. Wu-Tang Edition
Blended with ice
Topped with Whipped Cream
~ The Temple awaits You ~

Cin - A - Wu
Cinnamon Whiskey with
HARD[®] C.R.E.A.M. Wu-Tang Edition
Sugar and Cinnamon Rim
~ We burn so Sweet ~



Killa Bee Stinga
Honey Whiskey or Honey Vodka
with
HARD[®] C.R.E.A.M. Wu-Tang Edition
~ The Swarm is Coming ~





When you deliver the most meticulously
crafted beverages ever designed, why
stop there?

Cocktails deserve a masterfully crafted
spirit to be paired with.

A spirit brand worthy of the name.

Flawlessly Crafted and
“Dangerously” Smooth™

Experience “Love at First Sip”™



HARD®

DIAMOND

VODKA

FLAWLESSLY CRAFTED
"DANGEROUSLY SMOOTH"

The Spirit of America™



The taste, aroma, flavor, and mouth feel of a vodka extends far beyond the number of times it's distilled.

One can distill a spirit as many times as they would like, but if the quality going in isn't done with the utmost attention to detail, you simply end up with "filtered rubbish"

After countless taste tests, HARD categorically obliterates the competition.

You're welcome to select the contender... Come one, come all.

HARD accepts all challengers!



Our Premium Vodka will not only compete with, but will outshine the premium vodkas on the market.

Delivering both better quality and value, you now have a premium vodka at an affordable price yielding better margins per pour.

Whether straight for sipping or used in your favorite cocktails and signature drinks, HARD Diamond Vodka is flawless.

Made in America with
Pride, Passion, and Purpose.

Focusing on the on-premise influencer hotspots, we have been successful in positioning HARD Diamond as their new premium house Vodka. Benefitting their bottom line, while maintaining ultra-premium quality.

HARD®

Live HARD