



# WATER JUNKIE

r e j u v e n a t e   t h e   m i n d   a n d   s o u l

# introducing water junkie lightly sparkling CBD water

Water Junkie is a premium brand that offers a line of flavoured, sparkling waters infused with 10mg of natural, cold pressed CBD.

Formulated with natural flavourings and beautifully designed, Water Junkie has been specifically developed for premium retailers such as restaurants, bars, private members clubs, lounges, hotels and retreats.

Low-calorie, low in sugar, uniquely flavoured and with a cool, minimalist feel, Water Junkie is poised to become the stand-out player in a fast-growing CBD beverage market.

-

Low-calorie, uniquely flavoured and with a cool, minimalist feel, Water Junkie is poised to become the stand-out player in a fast-growing CBD beverage market.



# brand name

In the world of marketing and branding, capturing peoples' attention, and particularly that of Gen Z, requires a unique approach that resonates with values, interests, and lifestyle choices.

Gen Z is a generation that thrives on self-identification and community. In the wellness community, labels such as 'Gym Junkie', 'Fitness Junkie', and 'Adrenaline Junkie', are popular yet recognised by older generations too. Water Junkie adopts this narrative, implying that staying hydrated and enjoying the benefits of CBD is something to be proud of.

The name 'Water Junkie' is memorable and shareable, making it an ideal choice for social media campaigns and word-of-mouth marketing. Gen Z loves to share their lifestyle choices with their online communities, and Water Junkie fits perfectly into that culture.

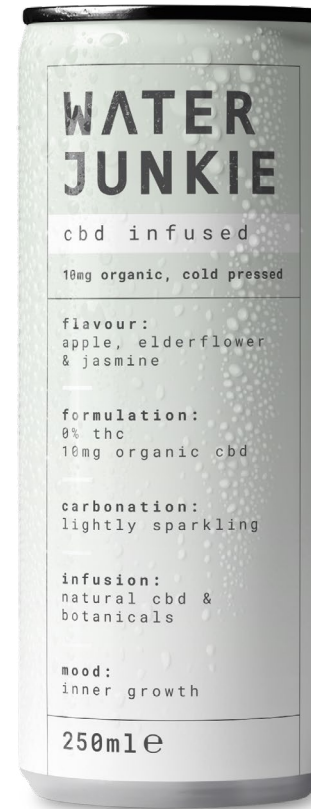


# about cbd

Cannabidiol (CBD) is the naturally occurring compound found in the cannabis plant, but unlike THC, it has no psychoactive or intoxicating effects. On the contrary, CBD has been shown to have a range of potential health benefits, including pain relief, anxiety reduction, and anti-inflammatory effects.

CBD and its potential benefits for the mind and body have been garnering growing interest and recognition over recent years, with notable investment in CBD products including supplements, oils and topicals. But the CBD drinks market is seeing the most recent and rapid growth. In comparison to supplements, CBD drinks enjoy enhanced appeal thanks to greater accessibility, convenience, taste and the opportunity to be enjoyed as part of social interactions.

Based on current trends, CBD's consumer base will continue to rise, with potential for CBD products to become a regular part of daily life and lifestyle – particularly those interested in health, wellness and relaxation aids.



**CBD Benefits**

- pain relief
- anxiety reduction
- anti-inflammatory
- healing properties

—

Based on current trends, CBD's consumer base will continue to rise, with potential for CBD products to become a regular part of daily life and lifestyle – particularly those interested in health, wellness and relaxation aids.

# branding & design

“ The brief was for a cool, minimal design, taking the prescriptive label concept and transferring it to a can ”.

## Pastel Colour Palette

The initial three, soft, graded colours for Water Junkie reflect the flavours, with ‘mood’ messaging to enhance and develop the experience. The overall design complimenting the natural luxury lifestyle character of Water Junkie.

- Calm, Luxury Aesthetic: Pastel colours and soft graded tones evoke feelings of tranquillity and relaxation, taking the ideals of CBD into the lux-lifestyle space.
- Wellness Connection: Pastels are often associated with health and wellness, creating a visual connection between Water Junkie and the idea of well-being.
- Versatility: The design will appeal to a wide range of consumers, with an accessible aspiration that is also gender neutral.

## Cool, Clinical Luxury

The clean, prescriptive layout of the can design is inspired by the simplicity of both pharmaceutical packaging and luxury cosmetics. This approach serves several purposes whilst retaining the broad, gender neutrality the market demands.

- Medicinal Association: This reinforces the growing reputation of CBD as a therapeutic and wellness-enhancing ingredient.
- Transparency: The layout communicates the product information clearly and is uncomplicated.
- Creative edge: Whilst the overall look and feel is prescriptive, the addition of creative wording has been used to give Water Junkie a quirky twist which will appeal to a target audience of open-minded, Gen Z consumers and CBD advocates.

Overall, the design’s modernity aligns well with CBD’s association with relaxation, stress relief, and a contemporary approach to holistic well-being.

# water junkie range

lightly sparkling.  
10mg CBD. low calorie.

Targeting the growing health-conscious consumer market, we developed Water Junkie with wellness, taste and lifestyle in mind. That's why our product is low-calorie, contains no artificial colourings or flavouring and includes 10mg of high-quality cold pressed CBD - in line with the latest FSA guidance - with 0% THC.



-

Water Junkie has been crafted with 10mg of CBD - in line with the latest FSA guidance - and is available in three smooth, refreshing botanical flavours

# ingredients / bop

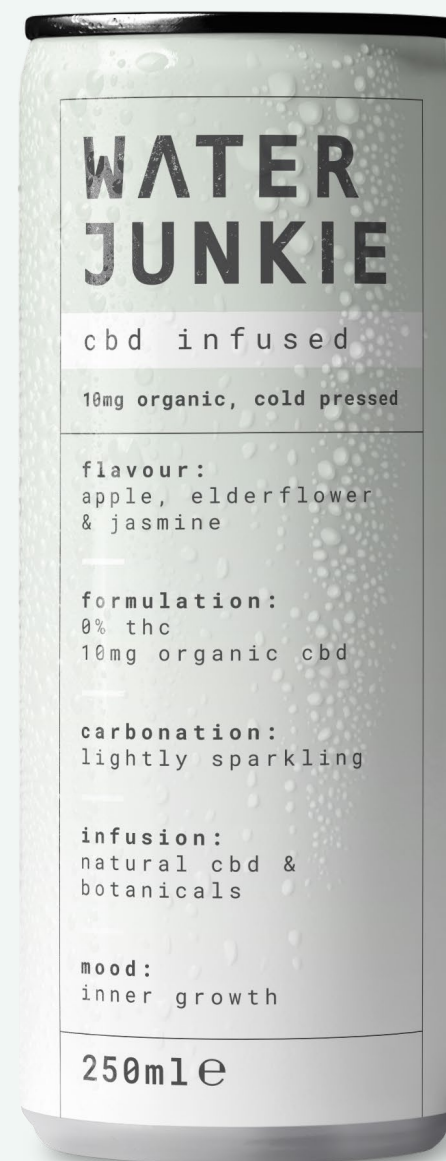
## our ingredients - apple, elderflower & jasmine

Each Water Junkie flavour is created using premium botanical extracts and sweeteners, blended with our unique cold pressed CBD.

Ingredients: water, apple juice from concentrate (7%), flavour enhancer (erythritol), citric acid, botanical extracts (elderflower, chamomile, ginseng, green tea (source of L-theanine)), natural flavouring, preservatives (potassium sorbate, sodium benzoate), cold-pressed CBD extract (water, emulsifiers (vegetable glycerine, glycerol esters of wood rosins, sodium bicarbonate), cold-pressed hemp oil, terpenes), sweetener (steviol glycosides)

Serves: 1 Typical values	Per 100ml	Per 250ml
Energy kcal	5	12.5
Energy kJ	21	52.5
Fat	0.1g	0.25g
of which saturates	0.1g	0.25g
Carbohydrates	2.5g	6.25g
of which polyols	1.6g	4.0g
of which sugars*	0.8g	2.0g
Protein	<1g	<1g
Salt	0.0g	0.0g

\*Naturally occurring sugars



# ingredients / bop

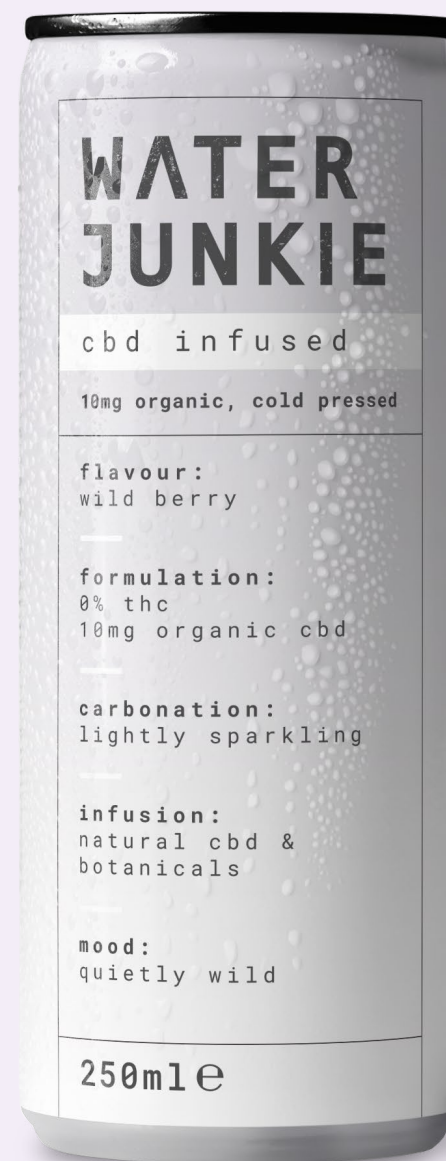
## our ingredients - wild berry

Each Water Junkie flavour is created using premium botanical extracts and sweeteners, blended with our unique cold pressed CBD.

Ingredients: water, juice from concentrate (apple 7%; wild strawberry 5%, raspberry 5%), flavour enhancer (erythritol), citric acid, natural flavouring, botanical extracts (chamomile, ginseng, green tea (L-Theanine source)), colour (carrot & cherry concentrate), preservatives (potassium sorbate, sodium benzoate), cold-pressed CBD extract (water, emulsifiers (vegetable glycerine, glycerol esters of wood rosins, sodium bicarbonate), cold-pressed hemp oil, terpenes), sweetener (steviol glycosides)

Serves: 1 Typical values	Per 100ml	Per 250ml
Energy kcal	7	17.5
Energy kJ	29	72.5
Fat	0.1g	0.25g
of which saturates	0.1g	0.25g
Carbohydrates	2.9g	7.25g
of which polyols	1.6g	4.0g
of which sugars*	1.2g	3.0g
Protein	<1g	<1g
Salt	0.0g	0.0g

\*Naturally occurring sugars





# ingredients / bop

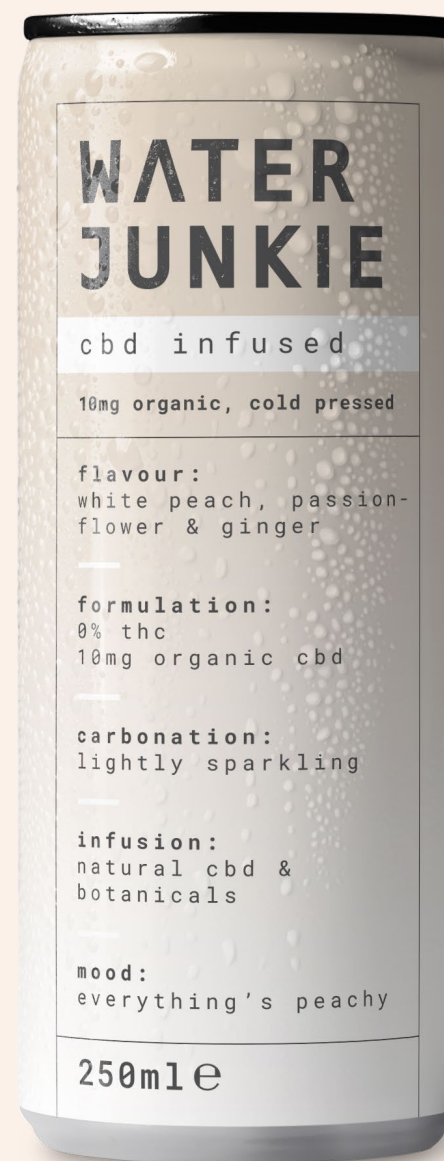
## our ingredients - wild peach, passion flower & ginger

Each Water Junkie flavour is created using premium botanical extracts and sweeteners, blended with our unique cold pressed CBD.

Ingredients: water, juice from concentrate (apple 7%, peach 5%), flavour enhancer (erythritol), citric acid, natural flavouring, preservatives (potassium sorbate, sodium benzoate), botanical extracts (chamomile, turmeric, green tea (L-theanine source), ginger), cold-pressed CBD extract (water, emulsifiers (vegetable glycerine, glycerol esters of wood rosins, sodium bicarbonate), cold-pressed hemp oil, terpenes), sweetener (steviol glycosides)

Serves: 1 Typical values	Per 100ml	Per 250ml
Energy kcal	6	15
Energy kJ	25	62.5
Fat	0.1g	0.25g
of which saturates	0.1g	0.25g
Carbohydrates	2.8g	7.0g
of which polyols	1.6g	4.0g
of which sugars*	1.1g	2.75g
Protein	<1g	<1g
Salt	0.0g	0.0g

\*Naturally occurring sugars



# water junkie's cold pressed cbd

The key ingredient is our unique premium cold pressed water-soluble CBD, a single but important distinction that allows Water Junkie to be elevated from the current marketplace.

Many competing CBD drinks contain CBD isolate, which is considered a novel food as it has not been consumed prior to 1994. Due to this, products containing CBD isolate require novel food approval and many brands are currently undergoing the application process or are operating without registration.

Currently, there are no CBD brands who have been given novel foods approval.

Cold pressed CBD, however, is exempt from the novel foods rules as the extraction of cold pressed hemp is considered a traditional, longstanding process.

The CBD we use originates from organic hemp grown in the EU and is manufactured in the Netherlands by a trusted and longstanding CBD supplier which has provided products for brands such as Holland & Barrett and Soho House. Every single batch is lab tested to ensure quality and safety.



## - cold pressed benefits

When comparing cold pressed CBD against CBD isolate, testing has shown that the strength of CBD isolate, once packaged, can be dramatically reduced by up to 93%, meaning that a consumer drinking a 15mg CBD isolate product could be ingesting only 1mg of CBD.

The strength of our cold pressed CBD is protected as the particles are encapsulated and preserved within the drink.

# product design

Water Junkie has been designed for the luxury drinks market. We have developed a clean and sophisticated aesthetic with a graded colour palette which reflects the calming effects of the product.

## Concept

- Clean, data-led design reflecting the medicinal properties of CBD
- Luxury colours and feel with precise fonts and creative messaging
- Minimalist design conveys a modern appearance

## Creative copy

A non-standard approach to the messaging reflects both the prescriptive look that the brand portrays and a sense of more personal emotion. The choice of descriptors work with our overall design concept whilst meeting key labelling requirements from a consumer-facing perspective.



-  
A non-standard approach to the messaging reflects both the prescriptive look that the brand portrays and a sense of more personal emotion.

# market trends

## **CBD beverages are one of the biggest growth sectors within the drinks market.**

A recent report: 'CBD Beverage Market' from financial data experts, Benzinga, took a deep dive into CBD drinks trends, looking at both alcoholic and non-alcoholic products.

## **Key findings**

- In 2022, the CBD beverage market accounted for US\$ 3221.0 million in 2022 and is estimated to be US\$ 46221.8 million by 2032.
- The CBD drinks category has a CAGR of 28.7% over a ten-year forecast period (2022-2032).
- The success of the CBD segment is connected to the positive physiological effects of CBD when added to beverages.
- Positive effects included, reducing anxiety, managing aches and pains, relaxation and assisting sleep.
- CBD's growing success is due to a 'rising prevalence of functional beverages' in general, meaning that consumers are favouring drinks that offer more than just hydration or taste.

# market competitors



Goodravs' offers CBD gummies and oils as well as a popular range of 'all natural' drinks with added vitamin D.

**Calories** 33 - 38kcal

**Sugar** Naturally occurring sugars

**Carbonation** Sparkling

**Flavouring** Fruit juice extract

**CBD content** 30mg CBD isolate

**Cost** £15.95 per 6 pack, 250ml can.  
£2.65 per 250ml can



TRIP is reportedly the fastest growing drinks brand in the UK currently with 522% growth over the last 12 months.

**Calories** 19kcal

**Sugar** Naturally occurring sugars and added sweeteners

**Carbonation** Lightly Sparkling

**Flavouring** Fruit extracts

**CBD content** 15mg CBD isolate

**Cost** £2.00 per 250ml can



OTO's range of sugar free, non-alcoholic CBD drinks have been designed to mimic the flavours of cocktails, tonics and juices.

**Calories** 27kcal

**Sugar** Naturally occurring sugars

**Carbonation** Sparkling

**Flavouring** Fruit extracts and natural flavourings

**CBD content** 25mg CBD isolate

**Cost** £12.00 per 6 pack, 250ml can.  
£2.00 per 250ml can



Drink 420 was one of the first CBD drink brands to be listed in a UK retailer.

**Calories** 33kcal

**Sugar** Naturally occurring sugars

**Carbonation** Sparkling

**Flavouring** Fruit extracts

**CBD content** 15mg CBD isolate

**Cost** £2.00 per 250ml can



Water Junkie is a non-alcoholic CBD sparkling beverage designed and formulated for retail in the luxury drinks market through exclusive outlets.

**Calories** 24kcal

**Sugar** Naturally occurring sugars and sweeteners

**Carbonation** Lightly sparkling

**Flavouring** Naturally flavoured with botanical extracts

**CBD content** 10mg cold pressed CBD

**Cost** £2.50 - £3.00 per 250ml can

Water Junkie trumps competitors thanks to its premium cold pressed CBD formulation, a naturally potent and non-novel ingredient

# target market

Water Junkie is specifically positioned to target consumers and retailers within the luxury drinks market.

## Targeted Consumer Demographics:

- Millennials
- Gen-Z
- Metropolitan-based
- Next-gen lifestyle
- Alcohol-free market
- Wellness and mindfulness followers

## Targeted retail outlets:

- High-end retailers
- Private members clubs
- Luxury spas and hotels
- Up-market restaurants and bars
- Exclusive events



# 2024 marketing plan – 6 months

As part of Water Junkie’s launch into the market and marketing campaign, a number of high-profile events and promotions have been scheduled from January 2024.

Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24
Amazon launch	Maddox Gallery / Connor Brothers launch party	Soho House launch - rest of UK	Trade Show - NCS	Tik Tok promos	Soho House - global launch
Soho House launch - London	Annabel’s private members event	Jet Luxe launch	Rolls Royce electric car event	Alchemist collab	Tik Tok promos
Wholefoods window takeover	Zero gravity activation - 12 studios	Tik Tok promos	Tik Tok promos		Commercial airline (First Class and Business)
London sampling	Tik Tok promos	Joe and the Juice collabs	London sampling		
Social media launch on own channel + via influencers		Social media launch on own channel + via influencers			
Defected Glitterbox activation					
Tik Tok promos					

# social media

Having a substantial following of 27K followers for Water Junkie even before the official launch is a significant advantage.

The brand will work with well-known social media influencers and celebrity personalities, particularly those with a focus on health, wellbeing, mental health and lifestyle content to promote Water Junkie products.

We will engage influencer audiences through a variety of approaches including:

- Content collaboration
- Giveaways
- Teaser campaigns
- Event coverage
- Competitions
- Exclusive offers

We have existing relationships and connections with a number of suitable influencers and will carefully identify the best representatives for our brand via a careful selection process.



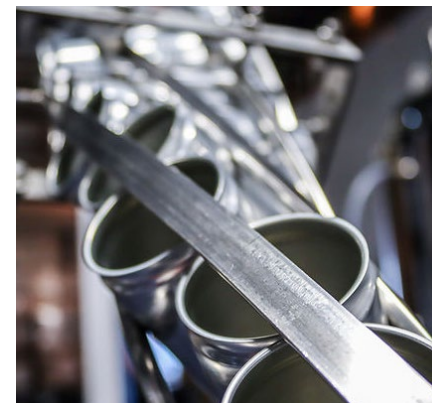


# working with Blends

Partnering with a reputable, large-scale production, packing, and distribution company like Blends is a crucial step in ensuring the success of Water Junkie. We will be working with Blends on an end-to-end basis which will cover:

1. High-quality manufacturing using our recipes and ingredients from selected suppliers
2. Packing and packaging procurement
3. Labelling, including presence and absence checks
4. Quality assurance
5. Warehousing
7. Logistics & distribution
8. Inventory Management

By partnering with Blends for production, packing, and distribution, we are able to ensure a seamless route to market for Water Junkie with ongoing scalability.



**JUNK**

infus

anic, cold

ry

on:

nic

**WATER  
JUNKIE**

c b d infused

10mg organic, cold pressed

flavour:  
apple, elderflower  
& jasmine


formulation:  
0% thc  
10mg

**JUNKIE**

infu

anic, cold

r:  
peach, pa  
& ginc

A photograph of a sunset or sunrise. The sun is low on the horizon, creating a bright, hazy glow that fills the background. In the foreground, there are silhouettes of various plants, including tall grasses and leafy branches, which are dark against the bright light. The overall mood is peaceful and contemplative.

thank you