



OTC : EARI www.earigroup.com

Corporate Presentation

April 2022

Disclaimer / Safe Harbor Statement

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CONTENT

MISSION / VISION

BUSINESS SUMMARY / HISTORY

MANAGEMENT / BRANDS



MISSION

TO BECOME THE GOLD
STANDARD OF MULTI-BRAND AND
OMNI-CHANNEL BEVERAGES

EXECUTIVE SUMMARY

The EARI Beverage Group is focused on becoming a diversified conglomerate of beverage brands, focused on growth opportunities in specific market segments, developing beverage brands that can be scaled rapidly with combined resources.

Through acquiring of strategic brands, the company will accelerate revenue and EBITDA growth.

The company operates in 3 key market segments

- 1. Functional Beverages** (with health and wellness benefits)
- 2. Adult Beverages** (supporting meaningful causes)
- 3. Enhanced** (Psychedelics, CBD, THC Infused)

COMPANY HISTORY

Entertainment and Arts Research, Inc. (the “Company”) was incorporated under the laws of the state of Nevada on March 19, 1999 as a real estate rental corporation under the name Property Investors Ventures, Inc. On November 24, 2008 the company effectuated a reverse merger and changed its name to Entertainment and Arts Research, Inc.

Throughout 2021, the Company transitioned to become a diversified beverage brand holding company focused on growth opportunities in newly developing brands that can be scaled rapidly, utilizing common resources.





OUR GROWTH BY ACQUISITION INVESTMENT PHILOSOPHY

20% Plus, Annual Growth in Category

50% Product Gross Margins

Outstanding Consumer Acceptance

WE ARE MOVING FAST

Completed acquisitions in 2021

- Foody TV and Sports Entertainment Network streaming channels acquire in January 2021.
- Betta4u Brands and its wholly owned subsidiaries, Fury Beverages LLC, Rhino Spirits LLC, Zegen, and brands Tickle Water and Neo Alkaline Water acquired in July 2021.
- Bell City Brewing Company – Craft Brewery, Acquired in December 2021

Criteria for identifying acquisition targets

- EBITDA of over 15% and Products with 50% + Gross Margin
- Products in market segments showing high growth of over 20% per annum
- Innovative products and packaging
- Brands have a proven track record and a dynamic management team





MANAGEMENT TEAM

Building Operational Excellence

GROUP STRUCTURE



SEC Legal: Jeff
Turner and GC
Legal Milan Saha

Accounting:
Wendell Hecker

Betta4u
Brands Inc.

Rhino
Spirits LLC.

Fury
Beverage LLC.

Zegen
Distribution
Company Inc.

Bell City Brewing
Inc.

Brands: Neo
Water

Brands: White
Rhino Vodka

Brands:
Natures Fury

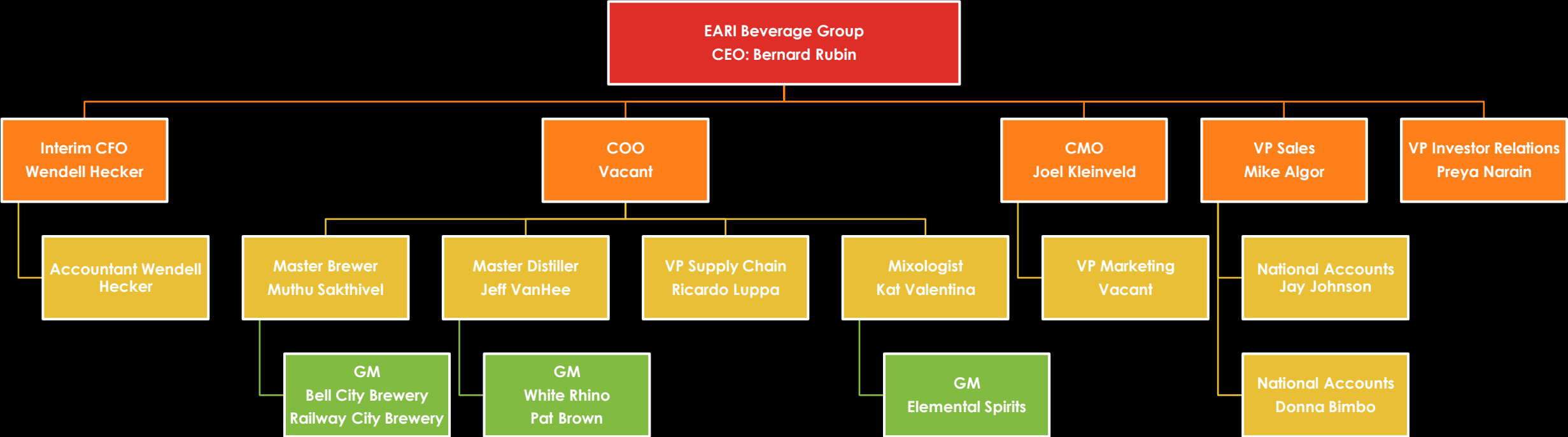
Brands: None –
CPG Distribution

Several Beer
Brands



EARI ORGANIZATIONAL CHART

APRIL 2022



Bernard Rubin

Chief Executive Officer



Entrepreneurial, hands-on leader in the beverage industry, highly articulate with excellent presentation and written communication skills. Acquired broad skills in developing and delivering profitable business ventures. Developed an excellent command of all business line functions, launched several CPG brands, developed and managed co-packers, bottlers, distributors and retailers through the entire supply chain from inception to shelf. Concluded several mergers and acquisitions. US Citizen based in Charlotte, North Carolina.

General Management, Sales, Marketing & Business Development, International Business and Global Trading, Brand & Account Management, Demand Planning & Budgeting, Sourcing, Procurement & Special Projects, Supply Chain Management & Optimization, New Market Development USA & International. P&L Development and Accountability, Strategic Planning & Execution, Franchising & Distribution Agreements, Joint Ventures, Strategic Relationships. Innovation & New Product Design, development, Fund Raising, Investor Presentations, Strong Commercial Acumen.

Bernard Rubin
DIP Business
Management,
MBA Marketing / Finance
(Bond University)
(Qld, Australia).



25 YEARS EXPERIENCE IN GLOBAL CPG/FMCG DRINKS, JUICE, WATER AND BEVERAGE INDUSTRY



Mike Algor - VP Sales

Mike is a results driven executive, with a stellar career track in the CPG/Food and Beverage Industry. Consistent at delivering profitable sales growth in highly competitive markets both Nationally and Internationally. Great communication and problem-solving skills. Excellent at taking products from ideation to commercialization. Mike has been the VP of Sales at Fury Beverages since 2018 and held several leadership sales positions in the CPG industry over the last 30 years.



Mike Algor
BS Marketing
Rider University

KEY SKILLS:

Building Relationships & Consensus, Strategic Account Development, Delivering Profitable Business Results, Effective Leadership, Motivational Communicator, Developing Winning Teams whose goals and objectives fulfill Corporate Goals. Problem Solving, P&L Management, People Development, Delivering Results, New Product and Package Development, Brand Building/Marketing, Management of Broker and Distributor Relations. New Business Development and National Account Management.



Joel Kleinfeld - VP Marketing

Recognized for leading with a results-driven approach, thinking outside of the box, and consistently building successful companies and crafting synergistic teams. Proven business executive with roles as President, Executive Vice President, and Sales Executive spanning the retail and CPG sectors with both start-up and early-stage companies. History of success creating and implementing innovative yet growth-minded strategies and opportunities, resulting in substantial sales and revenue growth, streamlined processes, and reduced costs. Known for thought leadership, business transformation, and leading with enthusiasm and a visionary approach. Passionate about creating, cultivating, and managing relationships. Sought-after for ability to create opportunities and facilitate quick turn arounds.

KEY SKILLS:

Strategic Planning, Global Leadership, Business Development, C-suite Engagement, Performance Excellence, Negotiations, Sales & Marketing, Go-to-Market Strategy, Partnerships, Licensing Agreements, Client Relations, Operations, Budgeting, Financial Analysis, Data Analysis, M&A, Exit Strategy, Interpersonal Communication, Culture Development, Talent Recruitment, Employee Development, Retention, Hiring



Joel Kleinfeld
Bachelor of Business
Administration
Hofstra University





Muthu Sakthivel Master Brewer



An operations management, Innovation, product development, brewing, and CBD and THC expert.

Muthu developed his career on some of the largest breweries in the world. From a Master Brewer at the UB Group that controls 50% of the beer market in India to Mill Street and Labatt Breweries in Canada. Muthu's experience and expertise in the adult beverage arena will catapult Brew Ops 1 to the envy of the industry.

Seasoned Professional Brewer with 30 years of Brewery Operations Management experience. Extensive knowledge about Product innovation, Project management, T and Training. Excellent cross functional expertise on Quality, Production, Packaging, Maintenance and Engineering.

<https://bellcitybrewing.com/>

Annamalai University
Master of Science (M.Sc.),
Chemistry Master of Science
(M.Sc.), Chemistry

Madurai Kamaraj University
Bachelor of Science (B.Sc.),
Chemistry Bachelor of
Science (B.Sc.), Chemistry



JEFF VANHEE MASTER DISTILLER

An outdoor enthusiast, Jeff VanHee moved to Lake Tahoe from Oregon 20 years ago and opened Tahoe Moonshine in 2010. Formerly the owner of VanHee Woodworks, a custom construction company, Jeff proudly distills a broad spectrum of all-natural alcohols without artificial colors or ingredients using water from Lake Tahoe.

Jeff is a serial entrepreneur with multiple skill sets and has successfully managed distilling operations over the last two decades. Jeff built his success in the spirits industry with an apprenticeship at Fat Dog Spirits after studying at UC Davis.



**Jeff VanHee, our
Head Distiller with
numerous
accolades for his
spirits portfolio.**





Kat Valentina Master Mixologist



Kat is a Medicinal Mixologist, with a background in Traditional Chinese Medicine, Ayurveda & Western herbology.

Elemental Spirits
seed to bottle



As the founder of ElementalSpirits and contributing writer at Distiller & Chilled magazines, Kat has educated and built a solid reputation in the world of spirits/plant and natural medicine communities across the globe. Her extensive knowledge and understanding of spirits, wine and beer brings an “element” of creativity and uniqueness to the group for marketing and product development.

“Medicinal Mixology in execution is a delightful process of flavor combination and conscious attention to beneficial ingredients with limitless possibilities!”



OUR BRANDS

ORDER WINNERS



BUILDING A RECESSION PROOF PORTFOLIO

Alcohol (Craft Spirits and Beer)

- Craft Beer – Bell City Brewing
- Craft Spirits – White Rhino Vodka, Lake Tahoe, Elemental Spirits.
- Tequila Brand to come...

Non-Alcohol (Craft & Functional)

- Neo Alkaline Water
- Nature's Fury
- Craft Soda to come...
- Botanical Water to come..

NATURE'S

FURYTM

Beverages, LLC



100%
Recommended
Daily Intake
of Vitamins



Electrolytes

Antioxidants

15% Real Juice

Pure Cane Sugar

- No Artificial Sweeteners
- No High Fructose Corn Syrup

80
CALORIES
PER SERVING

Kosher
Certified

Soy
Free

Nut
Free

Gluten Free

Vegan

Neo

BPA
FREE

9.5 pH

BALANCES PH
BOOSTS HEALTH & IMMUNITY.



ELECTROLYTES & OXYGEN
HYDRATE FASTER.



ANTIOXIDANTS PROTECT
& REVITALIZE CELLS.

O₂

INCREASED OXYGEN
BOOSTS ENERGY & HEALTH.



INCREASES PERFORMANCE
& SPEEDS RECOVERY.

1%

ROCKHUMANITY.ORG MEMBER
PLEDGING 1% TO PEOPLE & PLANET



FLUORIDE
FREE

BELL CITY BREWING COMPANY





Elemental Spirits

seed to bottle

Produces exceptional organic, non-GMO craft spirits and blending botanicals based in plant medicine into the craft spirits world. Elemental Spirits grows most of the herbs that are included in the bitters to create a clean mixture of herbs & high-quality spirits. Used directly as medicine, or busy balancing out the edge of a cocktail, the Elemental portfolio offers a unique approach to traditional bitters.



BUILDING ON A STRONG FOUNDATION

At **Lake Tahoe Distilling**, our goal is to produce exceptional organic, non-GMO craft spirits that embody the spirit of adventure associated with Lake Tahoe.

Sourcing and blending botanicals based in plant medicine introduces our notable signature into the craft spirits world. Our bitters line, **Elemental Spirits**, is the essence of medicinal mixology and offers a platform of authentic herbal healing and cocktail seasoning.





NOW AVAILABLE

Cave Rock Cacao Whiskey

Named after Cave Rock, an area deemed sacred by the Washoe tribe, our 100% non-GMO corn whiskey has rested with cacao nibs and toasted chia seeds, lending to the captivating flavor of toasted dark chocolate, while whispering the strength of the earth and water known as Lake Tahoe.
80 proof.



COMING IN 2021

GateKeeper Gin

A 3000 year old giant Sierra juniper watches over as you find yourself deep in Desolation Wilderness, hiking through alpine wildflowers or pedaling alongside crisp snow melted creeks. Our guardian, the GateKeeper supports our gin with it's juniper berries, leading the way to a bold Tahoe infused botanical blend.
90 proof.



COMING IN 2021

High Valley Vodka

Honey sourced from local beekeepers join forces with the nutty hemp seed in a perky approach to a smooth classic. Wildflower essences waft through this distill and offer a view from atop a high valley in the wilderness of Lake Tahoe.
80 proof.

Elemental Spirits

seed to bottle



- Lake Tahoe's only plant medicine based distillations & macerations
- Our first spirit, Cave Rock Cacao Whiskey goes to market in 3 states (CA, NV, TX) for on premise & off premise distribution
- Elemental Spirits' bitters line (Sage Advice, Lavendahhhh, Sun-Kissed Cocktail, Blessed Be Basil and Qi-li) released into the market online and in 3 states (CA, NV, TX) for on premise, off premise, and health conscious establishments (i.e. spas, health food stores, and herb-centric locations)

WHITE RHINO



PREMIUM VODKA

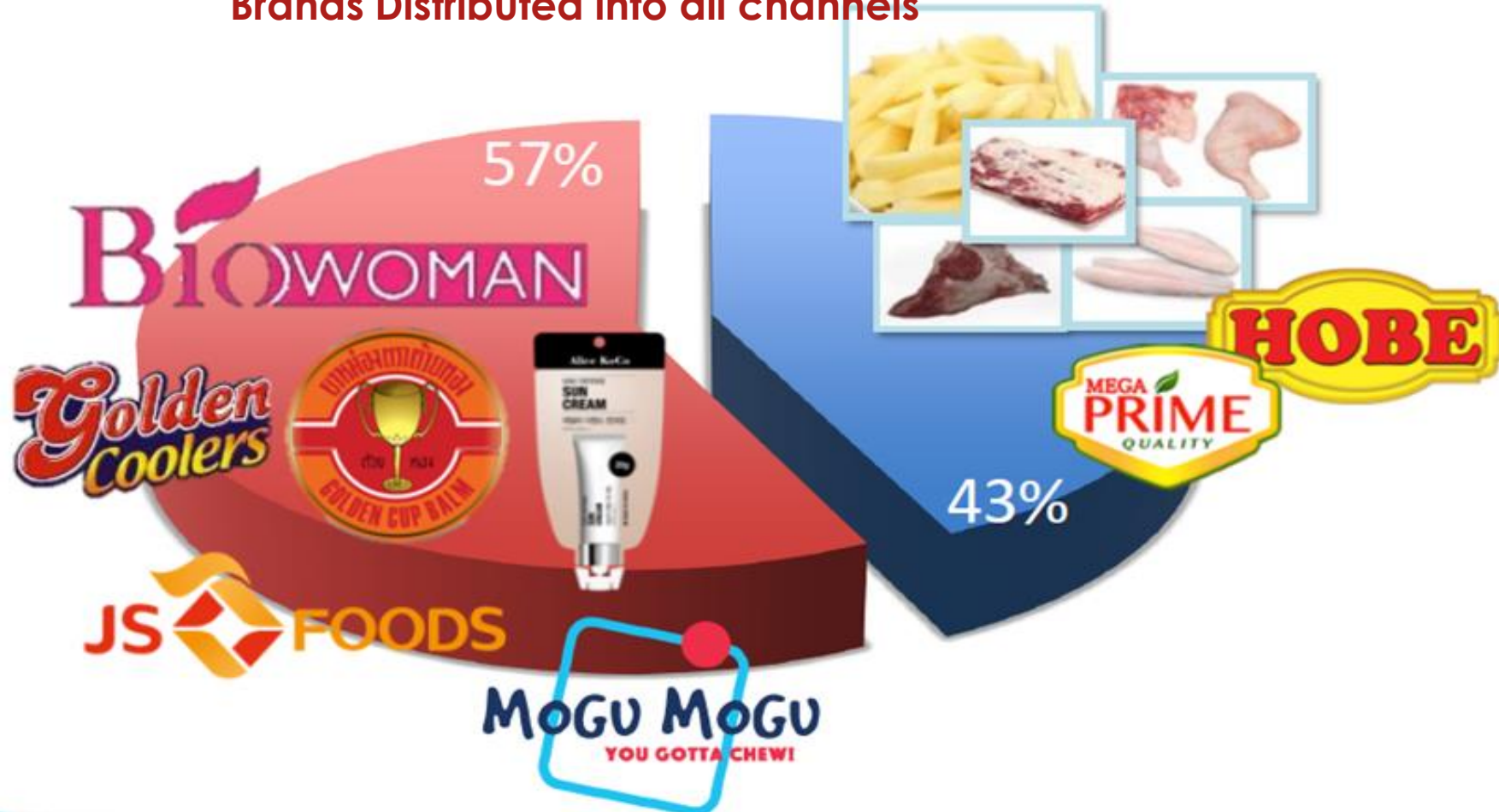
- Distilled six times in a column still
- Made from 100% natural corn
- Gluten free
- Carbon filtered to perfection
- Handcrafted in small batches





Philippine Distribution Company

Brands Distributed into all channels



FUTURE CRAFT SODA BRAND

- According to Industry Arc, the craft soda market is projected to grow at a compounded annual growth rate of 4.99% during the forecast period of 2020 - 2025 and reach \$711.3 million by the year 2025.
- The company is currently negotiating to acquire a legacy craft soda brand and bottling plant.



FOODYTV

LET'S GET COOKIN'

Foody TV

(www.foodytv.com) is a next generation of on-demand digital media platform for chefs, celebrity chefs, celebrities, restaurateurs, and food related companies.

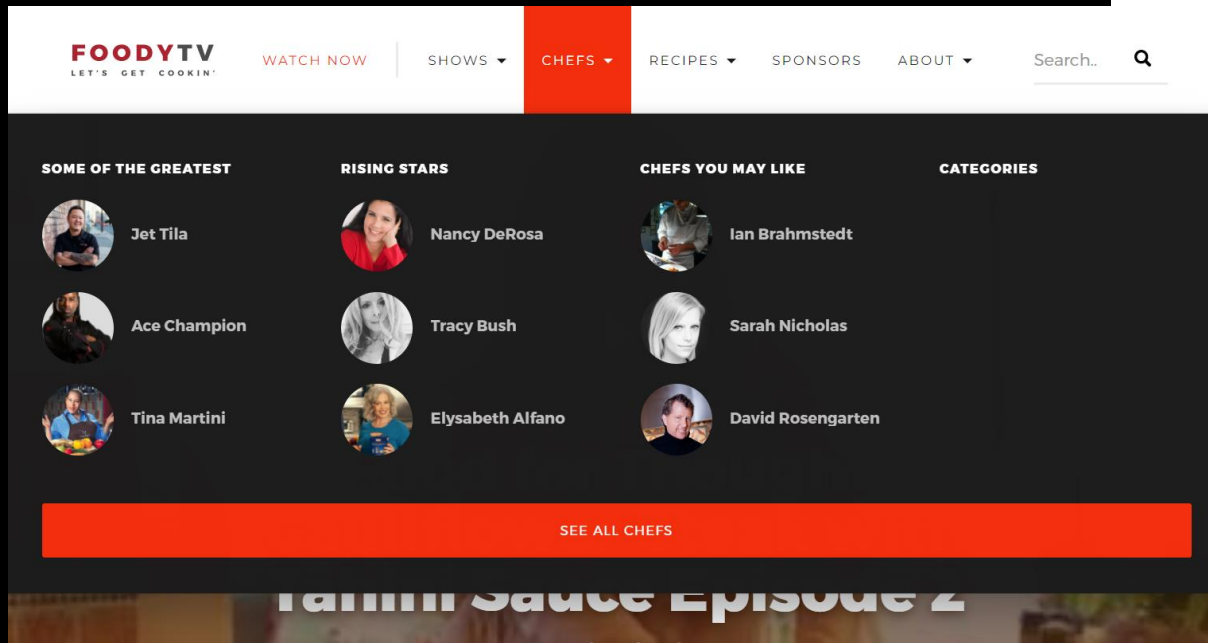


Tens of millions of food media consumers are shifting their eyes and money from Conventional TV to online media each year.

Foody TV's platform is built specifically for the types of "mobile viewing" that matter most to today's viewers - via the web, social, or digital television.



Our platform is not only revolutionizing how partners and viewers are connecting over culinary content they love, but they are also championing the movement to improve, democratize and expand the entire cooking and food media landscape.



FOODYTV
LET'S GET COOKIN'



SPORTS & ENTERTAINMENT TV *A PREMIUM SPORTS NETWORK!*

- We are seeking partners to help us re-launch this exciting channel for Sports & Entertainment programming.
- Our goal is to offer the best in sports programming either via a VOD (Video on Demand) or Advertising platform.
- We have an advertising partner ready to jump on board and once we reach the threshold necessary for Roku we can use the Roku shared advertising network!
- WE ARE SEEKING SPORTS OR SPORTS RELATED CONTENT!



OTHER PLANNED ACQUISITIONS



ANOTHER
BREWERY



TEQUILA
BRAND



TEQUILA
BRAND



BOTANICAL
WATER



OUR WEBSITES

www.earigroup.com

www.betta4ubands.com

www.drinkfury.com

www.drinkticklewater.com

www.whiterhinovodka.com

www.neosuperwater.com

www.foodytv.com

<http://zegen.com.ph/>

www.streetbeatzbrands.com

www.bellcitybrewing.com

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