

TEMACAMI  
DRY  
SINCE ORIGINAL 1916



# Outline

- New Direction for Temagami Dry
- Investment
  - Community Investment
  - Corporate Investment
  - Government Investment
- Strategy
  - Keeping heritage alive
  - Bottle Shop, Tourism Destination and HQ in Temagami
- Legal

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# A New Direction for Temagami Dry

- Temagami Dry to be a part of a larger Temagami Soda Company portfolio
- Focus on high quality 'craft' soda company
- New ingredients- sugar free?
  - Cream Soda
  - Root Beer
- Craft Soda Spirits and Cocktails
  - New market opportunities to LCBO / Grocery (future)



# Investment

## Community Investment

- Buy in from community is KEY!
- Logo contest to choose Temagami Dry logo (from a selection already approved)
- This brand will represent the town throughout the province: town's people need to be proud



Concept Logo Designs



# Investment

## Corporate Investment



- Three year growth plan
  - Foothold
  - Regional Distribution
  - Provincial Distribution
- Upgrades to packaging and processing specific to soda
- Brand Development
- Royalty Structure
  - 0.05/can for Dry brands

# Investment

## Government Investment

- Partner with Temagami Soda Co for government funding
- Temagami Soda Co HQ and Bottle Shoppe in key location in village
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- 5 year plan to open Canning / Bottling plant / Tourism Attraction in Temagami
  - Municipal owned building with reasonable lease



# Strategy

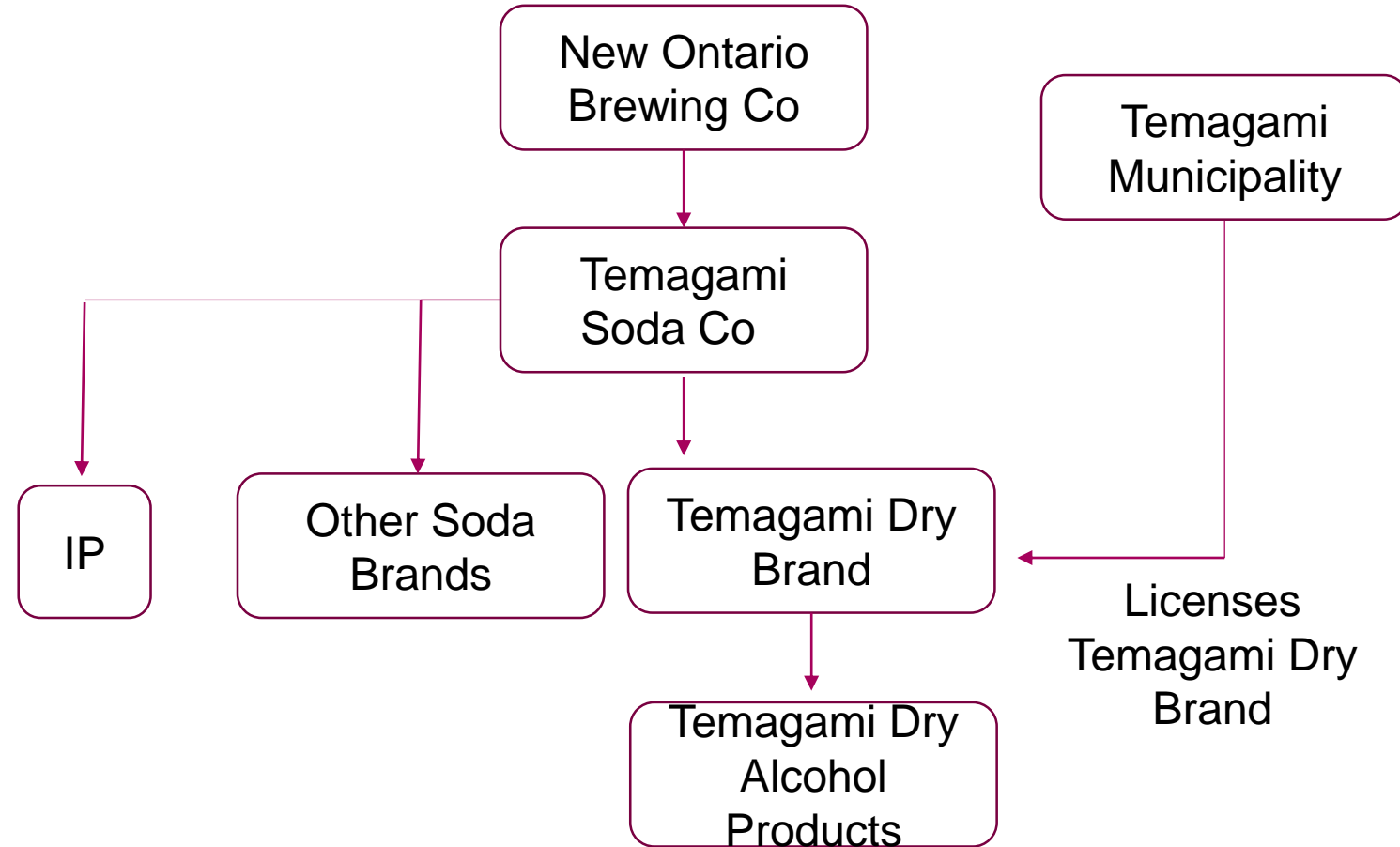
- Use existing supplier and distribution agreements
- Grow through grocery stores and boutique shops
- PREMIUM ingredients: Stevia, Organic Cane Sugar etc...
- Act as a tourism beacon back to the shoppe in Temagami





# Legal Structure

- Municipality to retain rights to Temagami Dry name and recipe
- Temagami Soda Company to license Temagami Dry at 0.05 per can royalty
- Options to exit for both parties to be negotiated
- Set rate option to purchase brand to be negotiated
- Phased period to recoup costs
  - negotiable





Questions?