



kkÀdā  
CARMEL LIQUEUR

PRESS KIT

# TABLE OF CONTENTS

- Table of Contents..... 1
- The kkAda Story..... 2
- Company Summary ..... 3
- Product Facts ..... 4
- Company Logos & Colors..... 5
- Product Images..... 6

# THE KKADA STORY

kkAda® Caramel Liqueur (pronounced "kah-day") by ZZAPHORIA SPIRITS, LLC is produced from a proprietary recipe created by Zane Seely and Charlotte Gilbert in collaboration with the CORTX™ CORP. Their privately-owned distillery, has created the first all caramel non-creamy liqueur in the world. Their "stilltrium" proprietary produced caramel, is made from exotic Indian spices and four curries. The result is the best caramel experience in the world! Over the past four years, thousands of bartenders have given kkAda their approval.

The three most asked for flavors in the world are: Chocolate, Vanilla and Caramel. The liquor industry has missed this niche caramel market. It is a niche that needs to be filled. Tasting events over the past two years have revealed that tens of thousands of people love caramel. Tasting events over the past six months in large retail stores, have been selling out complete inventories of both 750ml and 50ml bottles. Product acceptance is both overwhelming and encouraging.

kkAda® Caramel Liqueur has made its mark in Hollywood at: the Oscars, the Emmys, the Golden Globes and many other celebrity events. Named by the Hollywood Chamber of Commerce as the "Hottest New Product in Hollywood", the kkAda tiger-striped bottle has its own agent that has the kkAda bottle starring in 15 mainstream movies, as well as 5 prominent television shows. kkAda is being considered for the next menu change at Alaska Airlines and Virgin Airlines.

kkAda® has medaled in numerous prestigious tasting events and is one of the most versatile liqueurs to come along in 100 years. As good in the kitchen as it is in the bar, the vast uses for this delicious caramel are unmatched. Fantastic in hot drinks. Wonderful in cold cider drinks. World class chefs are making caramel kkAda sauces for ladling over pork, veal and seafood. kkAda and bacon is a kinship made in heaven. Unbelievable dribbled over any dessert you can imagine. This product is a good after dinner drink either neat or on the rocks. Many new signature drinks have evolved since its inception.

People don't buy what you do, people buy why you do it. Our why...the best caramel experience in the world.



# COMPANY SUMMARY

<b>COMPANY NAME:</b>	<b>MANAGEMENT:</b>	<b>CONTACT:</b>	<b>WEBSITE ADDRESSES:</b>
KKADA CARAMEL LIQUEUR (ZZAPHORIA SPIRITS, LLC)	ZANE SEELY CHARLOTTE GILBERT	925.255.5232 info@kkada.com 1324 6 <sup>TH</sup> ST. MARYSVILLE, WA 98270	WWW.KKADA.COM WWW.ZZAPHORIASPIRITS.COM

<b>YEAR FOUNDED:</b>	<b>SERVICE OFFERINGS:</b>	<b>INDUSTRY CLASSIFICATION:</b>	<b>TARGET MARKETS:</b>
2013	DAIRY-AND-GLUTEN-FREE CARAMEL LIQUEUR	DISTILLERIES IN THE US	ON-SITE & OFF-SITE DRINKING PREMISES

## MANAGEMENT TEAM

---

ZZAPHORIA SPIRITS, LLC is led by a seasoned management team. Since early 2013, Zane Seely and Charlotte Gilbert have accomplished key milestones. They have establishing their own distillery, a one-of-a-kind proprietary caramel recipe and "stilltrium" process. They have qualified for their DSP (Distilled Spirits Plant) through the TTB and State Liquor Control Board. They have passed all the requirements and regulations set forth by State and Federal regulators. At this early stage, they can produce over 2,000 bottles of kkAda Caramel Liqueur a day.

The team collectively has over 40 years of management and entrepreneurial experience. At 22, Zane Seely invented and led the innovation of foam grips world-wide and since age 24 has managed his own marketing and advertising agency assisting world-class clients. Zane has management and production experience in a number of industrial industries. Charlotte Gilbert has over 20 years of management experience and is a graduate of the prestigious "Foster Business School" at the University of Washington. Charlotte is an accomplished musician. Her works have been recorded, published and commercialized. Her connections in the world of music are extremely beneficial.

# PRODUCT FACTS

kkAda® Caramel Liqueur is a top-shelf caramel liqueur distilled in Marysville, Washington. The Company distills the world's first and only all-caramel, non-dairy, gluten-free liqueur.

kkAda® Caramel Liqueur is made from exotic Indian spices and four curries, which results in a unique caramel experience for liquor enthusiasts. Recently named as the "Hottest New Product in Hollywood", the tiger-striped bottle accentuates the product's distinctiveness and has been placed in 15 upcoming mainstream movies (including *Taken 3*) and five prominent television shows. Moreover, the bottle has been offered in the gifting suites for the past two years at the Oscars, Emmys, as well as the Golden Globes. The product has made its brand-name known throughout Hollywood's A-listers and is looking to expand its markets nationally and internationally. kkAda sponsors many Hollywood events and is highlighted on Red Carpet "step & repeat" media boards. The kkAda tiger-striped bottle is managed by the best Hollywood product placement team in the business, Legacy Entertainment. Recently kkAda Caramel Liqueur received a warranted title from the Royal Family of Monaco. A portion of zzaphoria spirits proceeds will go to helping preserve the life for large cats and tigers around the world. kkAda is currently working with Tippi Hedren and her shambala preserves in Los Angeles, California.

The product is as good in the kitchen as it is in the bar. For restaurants and bars, kkAda pairs well with coffee, chocolate and hot apple cider nudges. It is also favored when mixed with any cider beer for an added caramel-apple flavor. The product can be added to any drink or cocktail, to add a delicious caramel flavor, without changing the look of a drink or causing any kind of curdling. Also, culinary chefs have used the product to caramelize new sauces to ladle over pork, veal and seafood. Even dessert pairings, such as vanilla ice cream, cheesecake, bananas foster and crême brulee bring out the versatility in kkAda's culinary uses.

Currently, the Company is self-distributing kkAda Caramel Liqueur in on-site and off-site drinking premises in the state of Washington. kkAda can be purchased and shipped worldwide via their website, [www.kkada.com](http://www.kkada.com). This past year has been spent in refining the Company's distillery, which can now produce over 2,000 bottles of kkAda daily.

Since early 2013, the Company has generated significant traction in Hollywood circles, as well as retailers in Washington and California. Currently, kkAda is targeting retailers and restaurants in key cities throughout the United States.

**Companies selling kkAda:**

- 200 On-Premise (Restaurant/Bar)
- 40 Off-Premise (Retail/Liquor Store)

**Product placement:**

- Taken 3
- The Big Bang Theory (Television)
- Parks and Recreation (Television)
- An additional 15 upcoming mainstream movies

# COMPANY LOGOS & COLORS

## USAGE GUIDELINES

---

Usage of the kkAda logos shall be in accordance with our press kit guidelines. If an exception to these is necessary for any reason please contact us so we may work with you and approve alterations. Our logo is copyright zzaphoria Spirits, LLC and "kkAda" is a registered trademark.

1. Don't utilize our logo on merchandise we do not create or approve of;
2. Include the text "kkAda" and preferably "kkAda Caramel Liqueur" near the logo;
3. We love links! Let us know when you're using our product name or logos online and we can discuss linking to your site from ours;
4. Please contact us if using our logos in print media – we'd like to make sure you have the best representation of our brand and yours. Sponsorships may also be available.

## IMAGES & DOWNLOAD LOCATIONS

---

*\*\* Image samples below are for preview purposes only. Please download their appropriate full resolution image for use in any content you are creating. Undersized and low quality images reflect poorly on our brand and yours – so please follow this rule and help us both! \*\**



### **KKADA TIGER**

The kkAda tiger is our official symbol and is available in full color and black and white stencil masks. This is the image on our bottles.

[http://kkada.com/media/dl/kkada\\_tiger.eps](http://kkada.com/media/dl/kkada_tiger.eps) (Raster)

[http://kkada.com/media/dl/kkada\\_tiger.jpg](http://kkada.com/media/dl/kkada_tiger.jpg) (2647x3000)



### **KKADA TIGER WRAPPED**

This image includes the kkAda Caramel Liqueur and zzaphoria spirits, LLC text in a circular brand.

[http://kkada.com/media/dl/kkada\\_zzaphoria\\_logo.eps](http://kkada.com/media/dl/kkada_zzaphoria_logo.eps) (Raster)

[http://kkada.com/media/dl/kkada\\_tiger\\_wrap.jpg](http://kkada.com/media/dl/kkada_tiger_wrap.jpg) (771x768)



### **KKADA FOUNDERS**




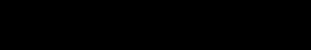
This is the official photo of Zane Seely and Charlotte Gilbert of kkAda.

[http://kkada.com/media/dl/kkada\\_zane\\_charlotte.jpg](http://kkada.com/media/dl/kkada_zane_charlotte.jpg) (1024x684)

## COMPANY COLORS

---

The kkAda official colors are listed below. All efforts will be made to come as close to the actual color as possible, while still remaining readable.

Name	Hex Code	Pantone	Sample
Light Orange	#E18A26	Pantone Solid Coated 7569 C	
Dark Orange	#BD6628	Pantone Solid Coated 471 C	
White	#FFFFFF	n/a	
Black	#000000	n/a	

## PRODUCT IMAGES

### USAGE GUIDELINES

---

Usage of the kkAda product images shall be in accordance with our press kit guidelines. If an exception to these is necessary for any reason please contact us so we may work with you and approve alterations. Our logo is copyright zzaphoria Spirits, LLC.



#### 750ML BOTTLE

This is the official kkAda bottle picture in the highest resolution we have available. As a photograph, it doesn't have an associated AI/EPS file.

[http://kkada.com/media/dl/kkada\\_750ml\\_bottle.jpg](http://kkada.com/media/dl/kkada_750ml_bottle.jpg) (438x768)



#### 50ML BOTTLE

The 50ML "mini" is often difficult to show scale with. We highly recommend if you use this image that you show it with something or next to a scaled version of the bottle image next to the larger one.

[http://kkada.com/media/dl/kkada\\_50ml\\_mini.jpg](http://kkada.com/media/dl/kkada_50ml_mini.jpg) (356x768)



#### KKADA SHOT GLASS

This photo is of kkAda in a branded shot glass. Glasses are available for purchase in bulk, but currently are not sold or shipped individually.

[http://kkada.com/media/dl/kkada\\_shot\\_glass.jpg](http://kkada.com/media/dl/kkada_shot_glass.jpg) (1024x768)