

November 19<sup>th</sup> 2019

*The Birth of an Italian Disrupting Startup in the Beverage Sector*



MeMento  aromatic non alcoholic blend<sup>®</sup>



N A T U R A L   D R I N K I N G

## A FEW WORDS FROM US

Natural, authentic, healthy, pleasurable and sophisticated: MeMento is the first Non Alcoholic Mediterranean blend of distilled aromatic waters, able to gift consumers with the same complex and qualitative experience of regular drinking.

Made from organic ingredients, with no alcohol, no sugar and no gluten, MeMento is an elegant vegan brand promoting healthy lifestyle, mindful choices and respect for nature.

From the sophisticated recipe, inspired by ancient Florentine remedies, to the evocative bottle design, MeMento embodies our aim: the pursuit of inner harmony and happiness.



I N N O V A T I O N

# A LITTLE BIT OF OUR HISTORY

The project is the brainchild of Eugenio Muraro, a 42-year old engineer who, after working for years in the renewable energy sector, decided to pursue an 'Executive MBA' (2015-2017) at MIP Politecnico di Milano Graduate School of Business.

For his Master's Project Work, Eugenio, unlike the other MBA students, mainly concentrated on technological and IT innovations, developed the business plan of a groundbreaking idea focused on tradition, for which he also enrolled to A.I.B.E.S. bartending school.

As a result of the hard work, in July 2017 MeMento was awarded 'Best Project' by MIP Politecnico di Milano Graduate School of Business, in October 2017 was officially launched, and later on received the founding to give life to an innovative start-up company.



# *The Project*

# MeMento



November 2016 – June 2017

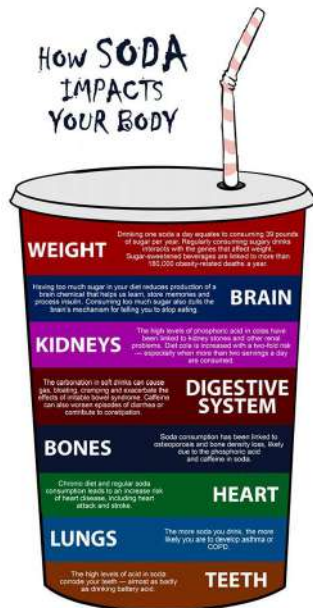






# Problem Statement

- ❑ Up until 2025, the World Health Organization is expecting a continuous decrease in alcohol consumption as a consequence of alcohol policies together with constantly growing awareness and research for healthier and sustainable lifestyles
- ❑ Year after year, non-alcoholic beverages market is growing fast globally, but consumers are also more conscious of the risks associated with soft drinks such as obesity and nutritional deficiencies



**NEED FOR HEALTHIER NON-ALCOHOLIC DRINKS  
DIFFERENTIATING FROM NOWADAYS PROPOSAL**





# Idea

## Creation of a drink

Natural, non-alcoholic, not carbonated, sugar and gluten free, biological without losing style, elegance and aesthetic taste.



## Target

Stand-alone product, but also an unprecedented basis for non-alcoholic cocktails thus giving a concrete alternative to be proposed in a premium market segment targeting middle-aged public

0%  
100%  
NATURAL  
NO SUGAR  
CARBS  
CALORI





# Industry Background

## Beverage Industry

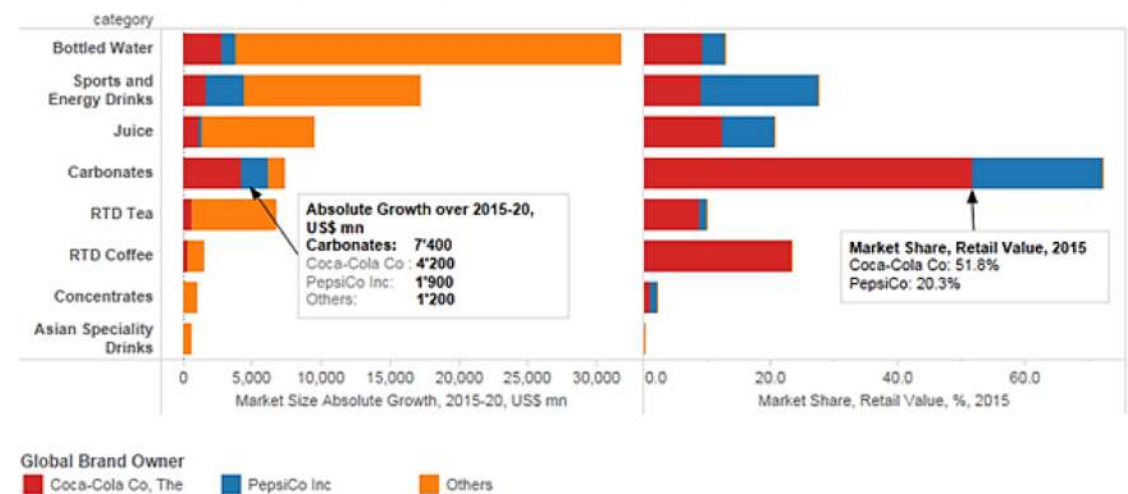
Mature sector that includes companies which market Non-alcoholic and Alcoholic items.  
Few sizeable players dominate – intense competition

Soft Drinks are controlled by two major groups, The Coca-Cola Company and PepsiCo.

.... However, the sector is full of numerous businesses that have cut its own role launching specific products or products that are typical of a given territory.

	<b>1</b> Rank 2015: 1 2014: 1 → BV 2015: \$35,797m BV 2014: \$33,722m Brand Rating: AAA+		<b>6</b> Rank 2015: 6 2014: 6 → BV 2015: \$3,865m BV 2014: \$3,979m Brand Rating: AA+
	<b>2</b> Rank 2015: 2 2014: 2 → BV 2015: \$21,379m BV 2014: \$19,442m Brand Rating: AAA-		<b>7</b> Rank 2015: 7 2014: 8 ↑ BV 2015: \$3,350m BV 2014: \$3,097m Brand Rating: AA+
	<b>3</b> Rank 2015: 3 2014: 3 → BV 2015: \$7,389m BV 2014: \$6,207m Brand Rating: AAA+		<b>8</b> Rank 2015: 8 2014: 9 ↓ BV 2015: \$3,068m BV 2014: \$2,768m Brand Rating: AAA-
	<b>4</b> Rank 2015: 4 2014: 4 → BV 2015: \$5,216m BV 2014: \$5,862m Brand Rating: AAA-		<b>9</b> Rank 2015: 9 2014: 7 ↓ BV 2015: \$3,068m BV 2014: \$3,301m Brand Rating: AA
	<b>5</b> Rank 2015: 5 2014: 5 → BV 2015: \$3,973m BV 2014: \$4,260m Brand Rating: AAA-		<b>10</b> Rank 2015: 10 2014: 10 → BV 2015: \$2,481m BV 2014: \$2,445m Brand Rating: AA+


World, Soft Drinks Growth Prospects by Category, 2015-20, US\$ mn









# Reference Products

BEER		
CATEGORY	Alcoholic	
DESCRIPTION	Fermented Sparkling Grain Beverage	
<b>Product Characteristics</b>		
Color	Brown, Red, Yellow	
Taste	Bitter, Yeasty, Malty	
Ingredients	Water, Malt and Hops	
Alcohol Content	up to 10%	
Food Coupling	Various	
Service temperature	6 -14 °C	
Energy (Calories)		
Sugar		
Caffeine		
Gluten		
Carbonates		
Vitamines		
Additives		
GMO		
Recyclability	Bottle Glass - Can Aluminium	
Certifications	Quality & Supply Chain	
Product Shelf Life	6-9 Months	
Geo availability	Worldwide	


CARBONATED		
CATEGORY	Non-Alcoholic	
DESCRIPTION	Carbonated water, Sweetener, natural or artificial Flavouring	
<b>Product Characteristics</b>		
Color	All Possible	
Taste	All Possible	
Ingredients	Water, Sugar, Flavours, Additives	
Alcohol Content	0%	
Food Coupling	Various	
Service temperature	6 -10°C	
Energy (Calories)		
Sugar		
Caffeine		
Gluten		
Carbonates		
Vitamines		
Additives		
GMO		
Recyclability	Bottle Glass/Plastic- Aluminium Can	
Certifications	Quality & Supply Chain	
Product Shelf Life	12-24 Months	
Geo availability	Worldwide	

WINE		
CATEGORY	Alcoholic	
DESCRIPTION	Fermented Grapes Beverage	
<b>Product Characteristics</b>		
Color	Red, Yellow	
Taste	Acid, Fruity, Tannic	
Ingredients	Water, Grapes, Sugars, Enzymes	
Alcohol Content	up to 15%	
Food Coupling	Various	
Service temperature	6 -20°C	
Energy (Calories)		
Sugar		
Caffeine		
Gluten		
Carbonates		
Vitamines		
Additives		
GMO		
Recyclability	Bottle Glass	
Certifications	Quality & Supply Chain	
Product Shelf Life	Many Years depending by Type	
Geo availability	Worldwide	

## Analysis

Different products were put in comparison both alcoholic and non-alcoholic considering each specific characteristic.

JUICE		
CATEGORY	Non-Alcoholic	
DESCRIPTION	Extraction of the liquid contained in fruit or vegetables	
<b>Product Characteristics</b>		
Color	All Possible	
Taste	Sweet, Refreshing	
Ingredients	Fruits, Vegetables, Herbs	
Alcohol Content	0%	
Food Coupling	Various	
Service temperature	12 -20°C	
Energy (Calories)		
Sugar		
Caffeine		
Gluten		
Carbonates		
Vitamines		
Additives		
GMO		
Recyclability	Bottle Glass - Aluminium box	
Certifications	Quality & Supply Chain	
Product Shelf Life	6-12 Months	
Geo availability	Worldwide	

COCKTAIL		
CATEGORY	Alcoholic	
DESCRIPTION	Mix of 2 or more ingredients if at least one contains Alcohol	
<b>Product Characteristics</b>		
Color	All Possible	
Taste	All Possible	
Ingredients	Alcohol, Fruits, Sugar, Herbs, Spices	
Alcohol Content	up to 40%	
Food Coupling	Various	
Service temperature	6 - 50°C	
Energy (Calories)		
Sugar		
Caffeine		
Gluten		
Carbonates		
Vitamines		
Additives		
GMO		
Recyclability	Bottle Glass - Aluminium Can	
Certifications	Quality & Supply Chain	
Product Shelf Life	Many Years depending by Type	
Geo availability	Worldwide	





# Trends & Needs

- Attention to authenticity of resource
- Preference for natural and biological products
- Enjoy design and handcraft manufacturing
- Concerning for sustainable brand, ethical labels and clean packaging
- Not satisfaction with existing soft drinks





# Mission - Vision

## MeMento's MISSION

is to give PLEASURE in drinking HEALTHY while tasty, adopting natural elements to achieve a complex experience.



## MeMento's VISION

statement is to promote a PROPER NUTRITION STYLE to well-being staying together in harmony and ENJOYING THE NATURE.







# Product Description

## Who's MeMento ?



A non-alcoholic aromatic blend

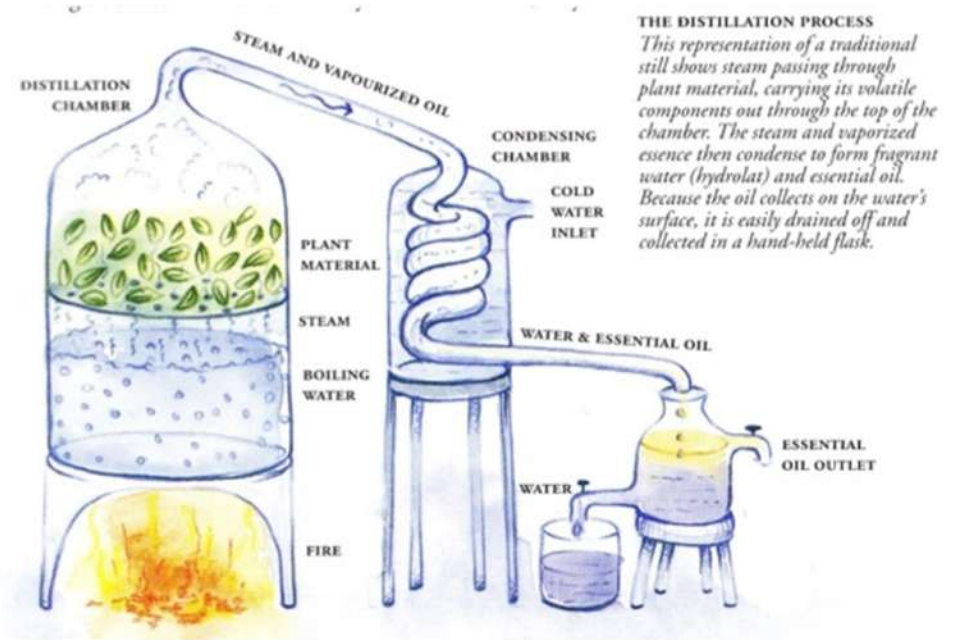
A **distilled** beverage made with **botanicals** coming from **Mediterranean lands**

MeMento's innovation is a **meaning innovation**.

Blend is obtained by mixing different plants and herbs using what is currently considered a secondary product to the steam distillation process of botanical elements, called *hydrolat* or *aromatic water*.

Elements are distilled in separate fractions, allowing to treat each fraction differently to get the best individual flavour.

At the end all the components are put together to get the best unified flavour profile possible.





# Value Proposition

**MeMento** is a blend of aromatic waters obtained from certified herbs, flowers, roots and fruits of our territory becoming alternative to classic alcoholic distillates.

The objective is to sell a **SOPHISTICATED PRODUCT** for a **MULTISENSORY IMPACT** but at the same time being **NATURAL, WITHOUT ALCOHOL OR SUGAR, GLUTEN AND VEGAN FREE.**

**MeMento** places itself in the market as a new type of product that can enter its own niche.

**MeMento** should be drunk alone and as a base or flavouring for cocktails.

It will be wrapped up in a glass bottle with a wood cork and that hold 700 ml (24 fluid oz.), which display the name of the brand, logo, and facts related to the nutrition facts and list of ingredients.







## Core Values

- Multi-sensorial** From smell to taste: complex bouquet, unique aroma
- Natural** Organic, Botanical
- Authentic** Handcraft, Genuine
- Heritage** History, Roots, Remedies
- Healthy** No alcohol, No sugar, Aromatherapy: plants benefits
- Pleasure** Enjoy drinking, Enjoy nature, Relax, Take it slow
- Sophisticated** Not ordinary, minimalist design



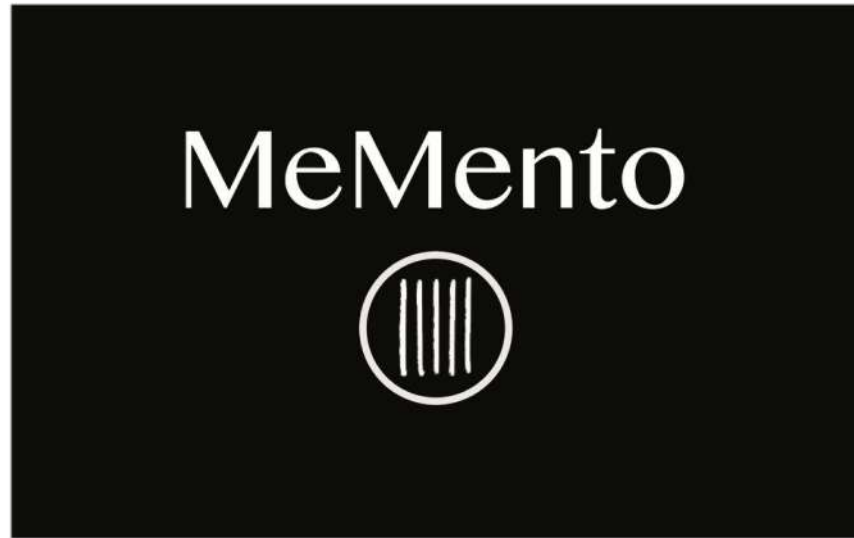
Putting these values together and integrating in the local environment the best character that identifies MeMento is

**MEDITERRANEAN**



# Product distinctive elements genesis

MeMento  
 MeMento  
*MeMento*  
 MeMento  
**MeMento**  
 MeMento  
**MeMento**  
 MeMento  
**MeMento**  
 MeMento





# Sales & Marketing Targets

## **B2B**

### **Places to go**

- Upscale/elegant bar
- Restaurants nature inspired, Veggies

### **Nature/wellbeing**

- Organic restaurants, cafes, shops
- Wellness and beauty centers
- Locations related to plants, botanicals

### **Design/creativity**

- Bars with attention to design, minimalism, natural environment
- Exhibitions, locations and events related to arts/culture/creativity/handcrafts

### **Territory (drink & food)**

- Chefs, sommeliers

### **Outdoor sports/open air**

- Events related to unusual and nature oriented open air activities

## **B2C**

**Kind:** Men/Women aged 25-50

**Type:** High Educated, Fashion-conscious, Health life style, Social and Responsible aware

**Location:** Major cities in Italy and abroad

**Social life:** Loves to travel, Party, Socializing

**Features:** Bold, Vibrant, Imaginative

**Interests & Activities:** Creative/handcrafts, Nature and Botanic lovers, Cocktail lovers, Cooking lovers, Natural beauty lover, Designers, Journalists, Artists, Sportsmen  
Natural/healthy products lovers, Veggies, Yoga.

***Unlike alcoholics, it can be consumed by youngsters, athletes, those who are going to drive, pregnant women, those who can't drink for health reasons, those who are not allowed to drink alcohol for religious reasons and of course by the abstemious.***



# SWOT Analysis

## STRENGTHS

- Flexibility in terms of costs and structure
- Authenticity: handcrafted in small batches
- Meet Emerging Trends
- Sole recipe product
- Historical and traditional roots
- Distinctive look and packaging

## OPPORTUNITIES

- No direct competition
- Concept areas uncovered as Wellbeing-Aromatherapy-Virgin Cocktails
- Increasing consumption of non-alcoholic drinks
- Creation of a unique brand
- Favourable laws on healthy products
- Transversal clients

## WEAKNESSES

- Limited knowledge of beverage sector
- No external support as funding, distribution channels
- No direct control on the raw materials
- Strong specialization: one product lacking options on different flavours
- New in the market

## THREATS

- Make acceptable an innovative product
- Relative high price for the market
- Enter a market of big corporations
- Possible new entrants
- Customers may not switch for diverse causes





# Business Model Canvas

<i>Key Partners</i> <b>Chefs</b> <b>Barmen</b> <b>Fashion sector</b> <b>Influencers</b> <b>Upscale Bars</b> <b>Hotels</b> <b>Wellness centers</b> <b>Restaurants</b> <b>Beverage Shops</b>	<i>Key Activities</i> <b>Create a brand awareness</b>  <b>Optimize the web site and the e-commerce platform</b>  <b>Verify the product production</b>	<i>Value Proposition</i> <b>Newness</b>  <b>Solve the problem of what to drink when you're not drinking</b>  <b>Design</b>	<i>Customer Relationships</i> <b>B2C</b>  <b>Automated service</b> <b>B2B</b>  <b>Personal Assistance</b>	<i>Customer Segments</i> <b>B2C</b>  <b>Target customers</b> <b>B2B</b>  <b>Upscale Bars</b> <b>Hotels</b> <b>Wellness centers</b> <b>Restaurants</b> <b>Beverage Shops</b>
	<i>Key Resources</i>  <b>Intellectual</b>  <b>Human</b>		<i>Channels</i>  <b>Sales Force</b>  <b>Web Sales</b>  <b>Partner Stores</b>	
<i>Cost Structure</i>  <b>Minimum fixed costs</b>		<i>Revenue Streams</i>  <b>Direct Sales</b>		




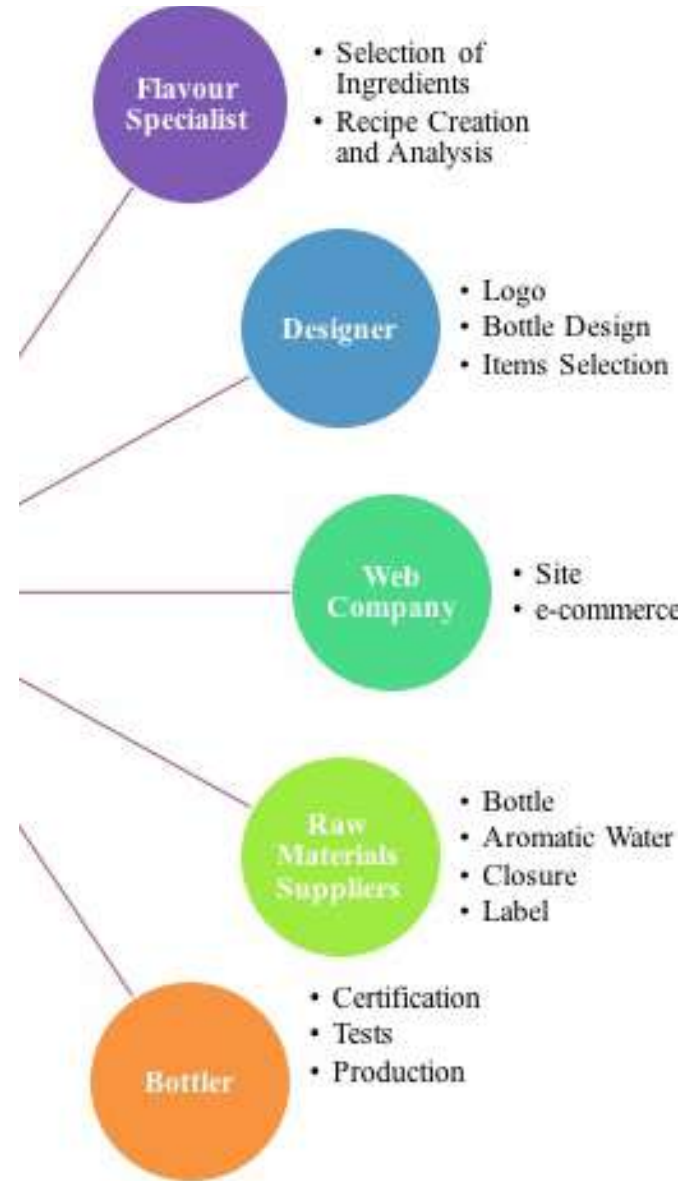


# Operations – Prototype, Test, Production



Temperatura al prelievo:		Non refrigerata	
Temperatura trasporto:		Condizione integra	
Contenitore utilizzato per il prelievo:			
Prova	U.M.	Risultato	Metodo
Valore energetico: Acetone (da calcolo)	kcal/100 g	8,36	D.Lgs 77 del 18/02/1993 GU N°88 del 24/03/1993
Valore energetico: KJoule (da calcolo)	kJ/100 g	3,53	D.Lgs 77 del 18/02/1993 GU N°88 del 24/03/1993
Carboidrati (da calcolo)	%	0,09	D.Lgs 77 del 18/02/1993 GU N°88 del 24/03/1993
Zuccheri	%	0,09 (*)	M.I. 328 REV.5.2009
Determinazione grassi	%	< 0,10	3696, N°180.1998
Grassi saturi	%	< 0,10 (*)	M.I. 637 REV.8.2014
Determinazione dell'azoto con metodo Kjeldahl	%	< 0,30	ISO 1871.2008
Valore della proteina (per calcolo)	%	< 0,10	ISO 1871.2009
Fibra alimentare	%	< 0,10 (*)	M.I. 128 REV.5.2006
Umidità	g/100 g	< 0,10 (*)	M.I. 207 REV.5.2008

 **LABORATORIO**  
Reg. Min. San. 1/10/00  
Città di Firenze





# Best EMBA Project Work 2015-2017

MIP – Business School  
Politecnico  
Milan, Italy





# The Company

MeMento®  
aromatic non alcoholic blend



MeMento®  
aromatic non alcoholic blend



May 2017 - Foundation

Oct 2017 - World Premiere



INNOVATIVE START UP

Chamber of Commerce  
Milan, Italy



CAMERA DI  
COMMERCIO  
MILANO

Camera di Commercio Industria Artigianato e  
Agricoltura di MILANO  
Registro Imprese - Archivio ufficiale della CCIAA

**VISURA DI EVASIONE**

**MEMENTO S.R.L. start-up**  
costituita a norma dell'art. 4  
comma 10 bis del decreto legge  
24 gennaio 2015, n. 3

**DATI ANAGRAFICI**  
Indirizzo Sede legale MILANO (MI) VIA LODOVICO  
MURATORI 46/9 CAP 20135  
Indirizzo PEC mementodrink@pec.it  
Numero REA MI - 2123024  
Codice fiscale 09939940962  
Forma giuridica società a responsabilità limitata



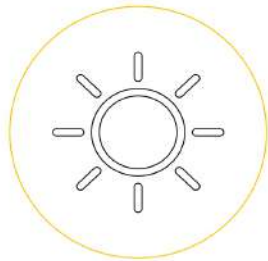


A W A R E N E S S

# OUR VALUES

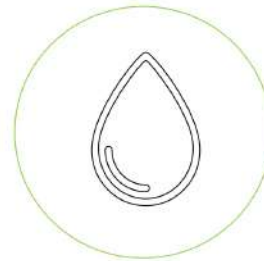
With an ever growing consumers' awareness and inclination towards healthy lifestyle,  
a need of innovative products that respond to the market's evolution has arisen.

After a thorough analysis and years of research, we have decided to give life to a premium Non Alcoholic drink  
able to provide a complex drinking experience without compromising on style, elegance and design.



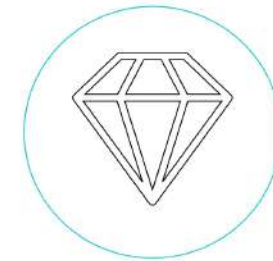
## HEALTHY

A mindful and health conscious  
alternative to regular drinks



## NATURAL

An exclusive selection of distilled  
natural aromatic waters from  
organic ingredients



## SOPHISTICATED

A complex and elegant Non  
Alcoholic drinking experience



FREE DRINKING

# OUR BLEND

MeMento's elegant recipe was designed to promote a mindful lifestyle, without renouncing to pleasure.



ALCOHOL FREE



SUGAR FREE



GLUTEN FREE



VEGAN



# FOUR AROMATIC WATERS

Inspired by an old recipe discovered in "Ricettario Fiorentino", the recipe book published by the College of Physicians and Pharmacists Guild of Florence in 1498, always considered a reference point in the preparation of medicines, MeMento comes to life from a selection of *aquae aromaticae*, perfumed and palate cleansing waters with beneficial powers, blended according to ancient traditions.

The ingredients, distilled separately, allowing each single component to shine individually and to preserve its most precious qualities, at the end of the process are combined together into a non-alcoholic inebriating distillate, whose heady aroma and natural fragrance fill the palate and evoke memories of the Mediterranean: a déjà vu of well-being and happiness gifted by the scents of our unmistakable terroir.



**ROSA**

Delicacy and preciousness



**LIPPIA  
CITRIODORA**

Exuberance and joy



**ROSMARINUS  
OFFICINALIS**

Energy and vigor



**HELYCHRYSUM  
ITALICUM**

Equilibrium and depth

# OUR ACCOLADES

Since the launch, MeMento has received International recognition for the quality of its unique tasting profile and for the elegant lines of its packaging.



**MIP**  
2017  
Best Project Work



**BARAWARDS**  
2018  
Most innovative product



**SIP AWARDS**  
2019  
Package design



**WBIA**  
2018  
Best Packaging finalist



**CIW MIXOLOGY**  
2018  
Award for excellence



**COCKTAIL SPIRITS**  
2019  
Best soft drink finalist



**WBIA**  
2018  
Best Premium Adult Drink finalist



**SIP AWARDS**  
2019  
International consumer tasting



**IWSC**  
2019  
92 points



**CORRIERE  
DELLA SERA**

**BardTales**  
ITALIAN PREMIUM BARTENDING

**EL PAÍS**

**class**  
magazine

**BEVNET.**

**VINEPAIR**

**bargiornale.it**

**E L L E**  
*Egourmet*

**THE SPIRITS  
BUSINESS**

INTERNATIONAL PRESS

# FEATURED BY LEADING MAGAZINES AROUND THE EARTH

In less than two years MeMento has achieved over 100 mentions by some of the most prestigious on and off trade newspapers , reaching millions of readers around the world.

# TRADE SHOWS

We believe in communicating with our customers directly and continuously. This is why we participate to so many trade shows: to talk to them, to hear them out and to enjoy MeMento together.





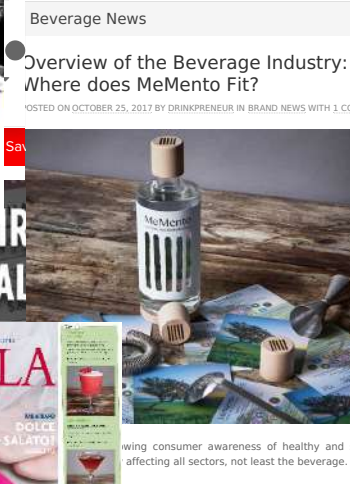
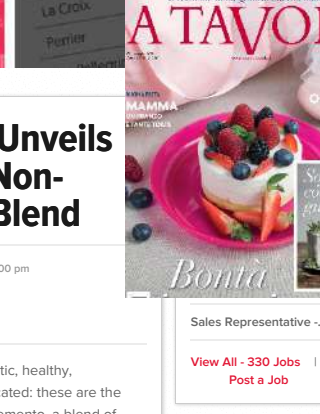
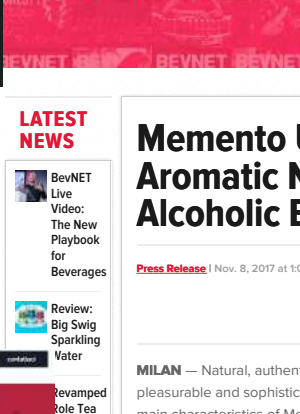


# PRESS

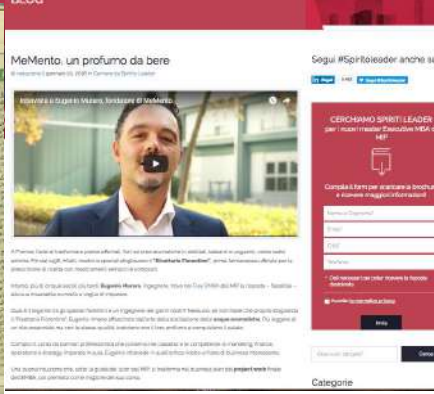
## In-depth articles in Local and International online and offline magazine and newspapers



Beverage News  
Overview of the Beverage Industry: Where does MeMento Fit?  
POSTED ON OCTOBER 25, 2017 BY DRINKPRENEUR IN BRAND NEWS WITH 1 COMMENT



...ing consumer awareness of healthy and affecting all sectors, not least the beverage.



Sales Representative...

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EL COMIDISTA

RECETAS • ARTICULOS • VIDEOS • CONSULTORIO

MIRELLOPS TORREDA

DRINKS  
Intoxicating blend

Na natura je an "outbreak" forse nessuno ce jamet, "geschickelert" en "grazie" "nog wing fast down. MeMento...  
Le cocktail e l'altitudine font spesso "na forest", e...  
...one nelle che spirituositate et de moquer "sac" ce "now" fast...  
...but too. C'est en "vite" "la moquer MeMento en...  
...the "changes" de "sac" "conscience" que "offert" de "reception" "gastrolite" "metrogroce".



MeMento®  
aromatic non alcoholic blend



## DISTRIBUTION

**Tekbar**  
BEVERAGE SOLUTION

## CUSTOMERS



  
**LOCALE**  
FIRENZE



Malfassi  
**eno club**  
VINI SELEZIONATI DAL 1982

**LACERBA**

**OTEL**





MeMento®  
aromatic non alcoholic blend



## RETAILERS



## PROFESSIONAL CUSTOMERS



## PRIVATE CUSTOMERS





## Traditional Channels

- Presentation Event
- POP
- Sponsorship
- Masterclass

## Social Marketing



> 2.800  
REAL FOLLOWERS



> 200.000 people  
TOTAL REACH



> 75.000  
POST  
READINGS

## Internet Marketing

- Website > 20.000  
SINGLE VISITORS
- SEO
- Blog/Video





# MASTERCLASS

MeMento 



 LES ROUGES  
CUCINA & COCKTAILS

MASTERCLASS - Genova

Lunedì 5 Febbraio ore 14,00



@mementodrink

[www.mementodrink.com](http://www.mementodrink.com)







## PARTNERSHIP



Summer 2018

### **Mediterranean, Non-Alcoholic: the drink of Summer 2018 in the Gulf of Poets**

Venus Bar and Palmaria Restaurant in Porto Venere (Liguria, Italy) have signed a partnership with MeMento, an alcohol-free spirit with the scents of Mediterranean aromatic plants.

"The close collaboration involves the use of MeMento in the cocktails proposed by mixologists at Venus Bar and in the cuisine of Palmaria Restaurant" - explains Cristina Raso, Communication and Marketing Manager at Grand Hotel Portovenere – "It expands the quality of non-alcoholic beverages with the objective of intercepting the new trends in contemporary drinking, which sees a greater demand for natural and alcohol-free products".

"Sunset in Portovenere" is the result of the mastery of the Barman at Grand Hotel Portovenere. This non-alcoholic, MeMento-based cocktail combines aromas of strawberry, coconut and orange, exalting essences and flavors, and creating an intriguing and refined drink.

"Recipes created with syrups, spices and fruit purees are very popular with our customers. The entire Grand Hotel team, from the kitchen to the dining room, is working on the preparation of new creations using MeMento" explains Cristina Raso. "The goal is to give pleasure by promoting a healthy lifestyle and at the same time achieving a multi-sensory and complex experience in harmony with nature, elevating the properties of the elements of our land."

#### *Grand Hotel Portovenere*

Grand Hotel Portovenere is a 5-star boutique hotel in Porto Venere near the Cinque Terre. As one of the most prestigious properties in Liguria, it is a privileged venue for leisure & business stays. It features about 50 rooms of different types, the gourmet Palmaria Restaurant and the creative Venus Bar.

#### *MeMento*

MeMento is natural, authentic, pleasant and sophisticated. It is made with ingredients of organic origin, without alcohol and without sugars. This vegan and gluten-free product offers a refined and a versatile base for the creation of any cocktail.



VENUS  
BAR





## DRINKING OUT OF THE BOX



An innovative competition that took place in 2019 at The Stage, in Milan, in which talented and creative mixologists were invited to make an inspiring MeMento cocktail, for one of the two chosen categories: "Low alcohol" and "No alcohol."

## INSPIRATIONAL COMPETITION

Two categories, two winners, two prizes, one focus: give life to an outstanding MeMento based mindful drink.



LOW ALCOHOL



NO ALCOHOL

MAURO DE GREGORIO

"MyMento's Way"

ERICA ROSSI

"MeMento Breeze"







Registrato / Registered 11/04/2018

No 017285991

UFFICIO DELL'UNIONE EUROPEA PER LA PROPRIETÀ  
INTELLETTUALE  
CERTIFICATO DI REGISTRAZIONE

Si rilascia il presente certificato di registrazione per il marchio dell'Unione europea identificato in appresso. I dati ad esso relativi sono stati iscritti nel Registro dei Marchi dell'Unione europea.

EUROPEAN UNION INTELLECTUAL PROPERTY  
OFFICE  
CERTIFICATE OF REGISTRATION

This Certificate of Registration is hereby issued for the European Union trade mark identified below. The corresponding entries have been recorded in the Register of European Union trade marks.



[www.euiipo.europa.eu](http://www.euiipo.europa.eu)

MeMento  
aromatic non alcoholic blend



Il Direttore esecutivo / The Executive  
Director

António Campinos

Registrato / Registered 03/10/2017

No 004383123-0001



UFFICIO DELL'UNIONE EUROPEA PER  
LA PROPRIETÀ INTELLETTUALE  
CERTIFICATO DI  
REGISTRAZIONE

Il presente Certificato di Registrazione è emesso per il Disegno o Modello Comunitario registrato descritto di seguito. I dati corrispondenti sono stati iscritti nel Registro dei Disegni e Modelli Comunitari.

EUROPEAN UNION INTELLECTUAL  
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CERTIFICATE OF REGISTRATION

This Certificate of Registration is hereby issued for the Registered Community Design identified below. The corresponding entries have been recorded in the Register of Community Designs.

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Director

António Campinos



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UFFICIO DELL'UNIONE EUROPEA PER LA PROPRIETÀ INTELLETTUALE

EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE



0001.1







# MeMento

Mixology







NATURAL

NON ALCOHOLIC

## ROSEMARY & CLOVER

- 6 cl MeMento
- 3 cl Raspberry puree
- 1,5 cl Lemon juice
- 1,5 cl Egg white
- 1 cl Sugar syrup

TECHNIQUE: Shake & Strain

GLASS & DECORATION: Goblet with raspberry skewer

NON ALCOHOLIC

## CITRUS EDEN

- 6 cl MeMento
- 6 cl Pink Grapefruit juice
- 3 cl Lime juice
- 3 cl Sugar syrup

TECHNIQUE: Built over ice

GLASS & DECORATION: Highball with pink grapefruit zest



NON ALCOHOLIC

# MEDITERRANEO

4,5 cl MeMento  
1,5 cl Cucumber syrup  
1 Fresh lime juice  
10 Tonic Water

TECHNIQUE: Shake & Strain

GLASS & DECORATION: Tall glass with Mediterranean botanicals

6 cl MeMento  
15 cl Tonic Water  
2 cl Pomegranate syrup

TECHNIQUE: Built over ice

GLASS & DECORATION: Goblet with tangerine and pomegranate

NON ALCOHOLIC

# PERSEFONE



SPARKLING



LOW ABV

## FEELING PASSION

7,5 cl MeMento  
1,5 cl Bitter  
1,5 cl London Dry Gin  
1,5 cl Lime juice  
0,5 cl Passion syrup

TECHNIQUE: Mix & strain  
GLASS & DECORATION: Old fashioned with  
passion fruit and orange zest



LOW ABV

## LADY MORGAN

6 cl MeMento  
3 cl Irish Whiskey  
3 cl Red vermouth

TECHNIQUE: Mix & strain  
GLASS & DECORATION: Coupe with lemon zest





MEDITERRANEAN SCENTS

# MeMento Green

NEW

18

Recently launched, MeMento Green is the new brainchild of the team, whose members use their skills and expertise to develop another groundbreaking aromatic non alcoholic blend, able to offer to consumers a premium adult alternative to regular cocktails.

MeMento Green comes from a selection of four aromatic waters, well known since ancient times for their beneficial properties, combined together into an alcohol free herbal distillate, whose intense fragrance and refreshing aroma gift consumers with a hauntingly suggestive Mediterranean experience of well-being and health.



## LAURUS NOBILIS

Pungency and boldness

## MELISSA

Citrus and spiciness

## MYRTUS

Purification and freshness

## CITRUS AURANTIUM

Bitterness and sweetness





NON ALCOHOLIC LOW ABV

## FAIRY'S HEALING

6 cl MeMento Green

3 cl Aloe juice

2 cl Elderflower syrup

TECHNIQUE: Shake & fine strain

GLASS & DECORATION: Cocktail glass with green leaves



## GENERAL SHERMAN

5 cl MeMento Green

2 cl Bourbon Whiskey

1,5 cl Pumpkin Puree

TECHNIQUE: Shake & strain

GLASS & DECORATION: Cocktail glass with ice ball and orange ring



## MeMento

**FLAVOUR PROFILE:** Delicate, aromatic and fragrant

**PACKAGING:** 70 CL

**SHELF LIFE:** 18 months from production date unopened.

**STORAGE:** Store in a cool, dry place. After opening refrigerate to best preserve flavor and consume within 30 days.

**EUROPALLET:** 240 bottles

**70 CL EAN Code:** 0793579964186



## MeMento Green

**FLAVOUR PROFILE:** Intense, herbal and refreshing

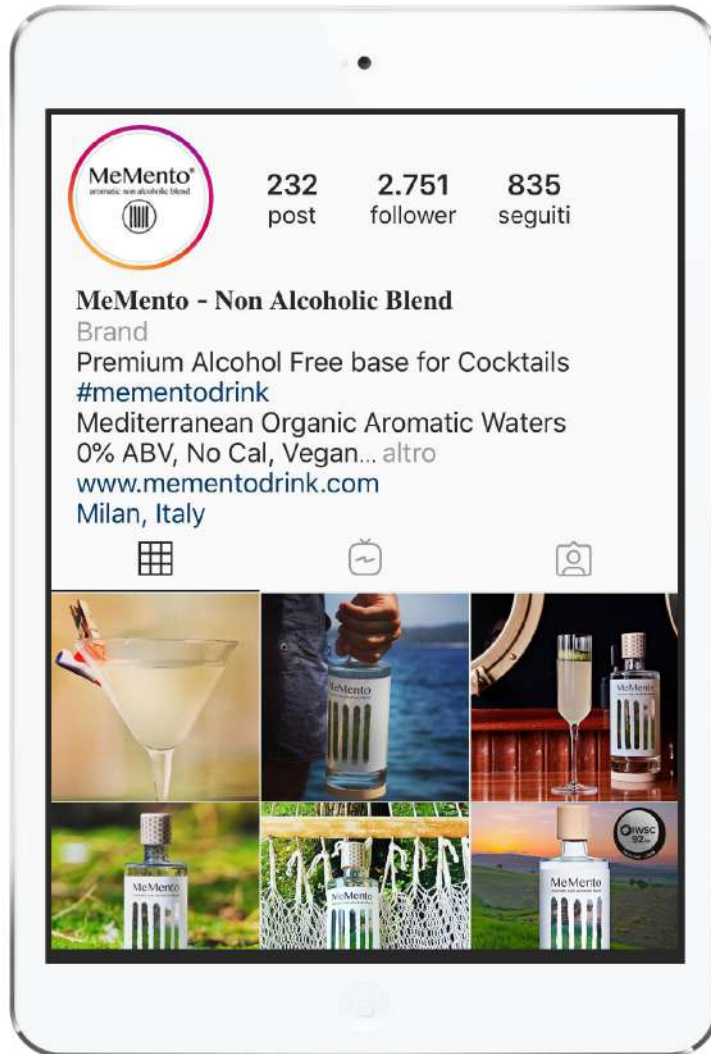
**PACKAGING:** 70 CL

**SHELF LIFE:** 18 months from production date unopened.

**STORAGE:** Store in a cool, dry place. After opening refrigerate to best preserve flavor and consume within 30 days.

**EUROPALLET:** 240 bottles

**70 CL EAN Code:** 0793579964193



# LET'S CONNECT



@MeMentoDrink



#MeMentoDrink  
#MeMentoGreen  
#DrinkingOutTheBox  
#LowAbv  
#NonAlcoholicDrink  
#AlcoholFree  
#CheerfulDrinking



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