



**Richard's**<sup>TM</sup>

Intro | August 2023

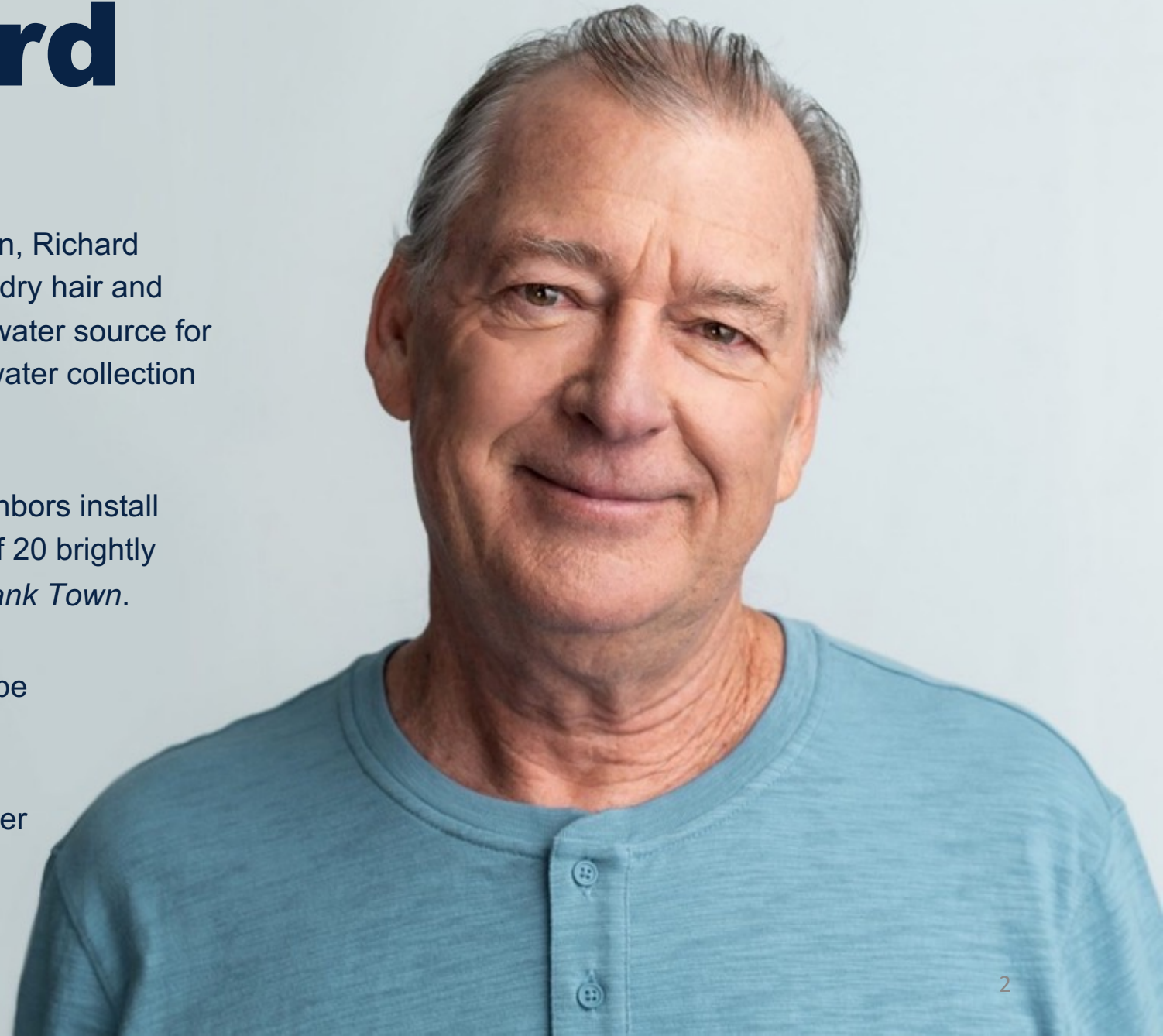
# Meet Richard

THE MAN WHO STARTED EVERYTHING.

After moving to Dripping Springs just outside of Austin, Richard quickly tired of well-water that produced dirty dishes, dry hair and cardboard-stiff jeans. He looked to nature's original water source for a better alternative. In 1994, Richard installed a rainwater collection system in his home and fell in love with the rain.

As word spread, Richard helped his friends and neighbors install rainwater collection systems. And created a series of 20 brightly colored water collection tanks that he aptly named *Tank Town*.

Richard earned 34 certificates that helped him reshape rainwater consumption laws. In 2002, he helped Richard's Rainwater become the first company in the nation with the license to bottle and distribute rainwater as a drinking water source.



## **Our Process:** **Pure, refreshing rain** **straight from the clouds**

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Look up...those pillowy white clouds hold crisp, clean water, in its most natural form. At Richard's Rainwater, we use a simple process to collect each magical drop. Rain is naturally pure, 100x cleaner than bottled water standards and free from weird stuff, like harsh chemicals and additives. We use a powerful microfiltration process to ensure our rainwater surpasses the highest drinking water standards. Once it's gathered, our refreshing rainwater is poured into glass bottles and aluminum cans, even our packaging as infinitely renewable as rain itself.

Nature's freshest source of clean water, ready to share. Rain. The purest, best-tasting water.

### **DID YOU KNOW?**



If Richard's Rainwater provided the recommended 64oz of drinking water per person per day to everyone in the world, we would use <1% of total rain, leaving +99% of rainwater to be used in other ways.

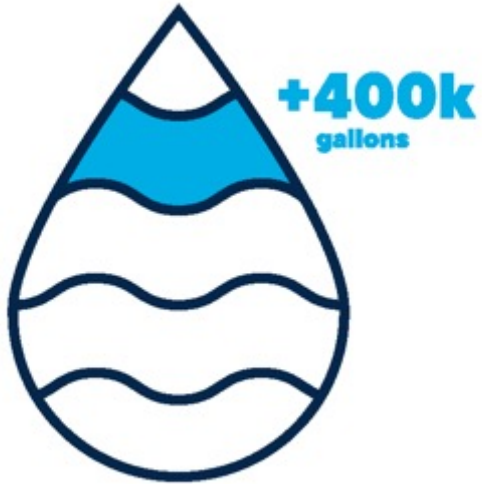


# Rainwater collection process

We've invented a simple process to collect rain – straight from the clouds.



# Our impact



## Saved

Our collection process saved over 400k gallons of water in 2022, y'all! That's enough water to hydrate 2000 people for an entire year.



## Diverted

By using infinitely recyclable glass bottles and aluminum cans, we diverted 7,725,224 plastic bottles from use last year.



## Optimized

We optimized our packaging and are on track to save almost 50k pounds of cardboard in 2023. That's equal to 586 trees!

The water inside has the biggest OPPORTUNITY for IMPACT

Richard's Rainwater is the only truly renewable bottled water. We've invented a simple, yet powerful technology that surpasses even the highest bottled water standards and returns as much water to the ecosystem as it takes.

Our closed loop system has virtually zero waste, saving up to 40% of water, compared to conventional bottling practices. It's a difference you can taste!

# Marketing Plan

OBJECTIVE: Position Richard's as the brand changing the game in water



## Awareness

- National PR coverage and keynote / panel presentations on how we are changing the game in water
- Custom merch and product drops to influential meteorologists
- Series of customer appreciation events
- Powerful video messaging that reframes the category for the Gen Z mindful consumer

## Consideration

- Up-leveled POS and in store experiences
- Scaled social listening to maximize sampling and trial opportunities
- User-generated campaigns
- On-premise gatherings and branded cocktails "Vodka Rain" "Espresso Martini"

## Conversion

- Expanded dotcom presence optimized to drive retailer velocity
- On shelf promotions and merchandise giveaways
- Digital couponing and referral programs



**The future is  
looking up.**