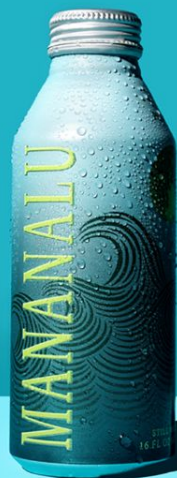




MANANALU

Proposal for City of Miami Beach
2/1/2022



The world of MANANALU.



MANANALU

(mah - nah - nah - loo)

Mananalulu is on a determined mission to **eliminate single-use plastic bottles** through the simple act of hydrating thirsty humans, who also happen to love the planet.

*Sustainability is at the heart of what we do.
In fact, it's why we exist.*

FOUNDED BY
Jason Momoa
IN PARTNERSHIP WITH
Ball Corporation



**BOTTLED
WATER**
*For Planet
Lovers.*



MANANALU

FOUNDER

MORE THAN AN ALTERNATIVE TO PLASTIC.

We Remove Plastic.



Drink One.
Remove One.

For every bottle of Mananalu that is sold or donated, we remove the equivalent of one plastic bottle from ocean-going waste.



PURIFIED WATER

16oz Resealable Alumi-tek Bottle

The Water:

- Triple-filtered purified still water.
- Balanced with electrolytes for great taste.
- Available in pure or infused with natural flavors.
- Zero sweeteners, zero calories, non-carbonated.
- Locally and responsibly sourced in the USA.

The Mananalu Mission:

- To eliminate single-use plastic water bottles.
- Drink 1, Remove 1. For every bottle of Mananalu sold, we remove the equivalent of 1 plastic bottle from ocean-going waste, making us a Certified Plastic Negative product.
- We are a Carbon Neutral company.
- 1% for the Planet Member.
- Pending B-Corp Certification.

The Bottle:

- Resealable 16oz aluminum bottle.
- Made with 73% recycled aluminum.
- Infinitely recyclable.
- Fast chilling and stays cold longer.
- BPA-free.



Recyclable.
Resealable.
Removes
Plastic.



MANANALU
BOTTLE



STANDARD
CAN



PLASTIC
BOTTLE

**Infinitely
Recyclable**



Resealable



**Removes
Plastic**



Why Aluminum?

75% of all aluminum ever produced is still used today.

Aluminum is **infinitely recyclable**.

Mananalu cans are made with **73% recycled aluminum**.

A recycled aluminum can is back on the shelves within **60 days**.



VS



The problem with plastic.

Only 9% of all the plastic ever produced has been recycled.

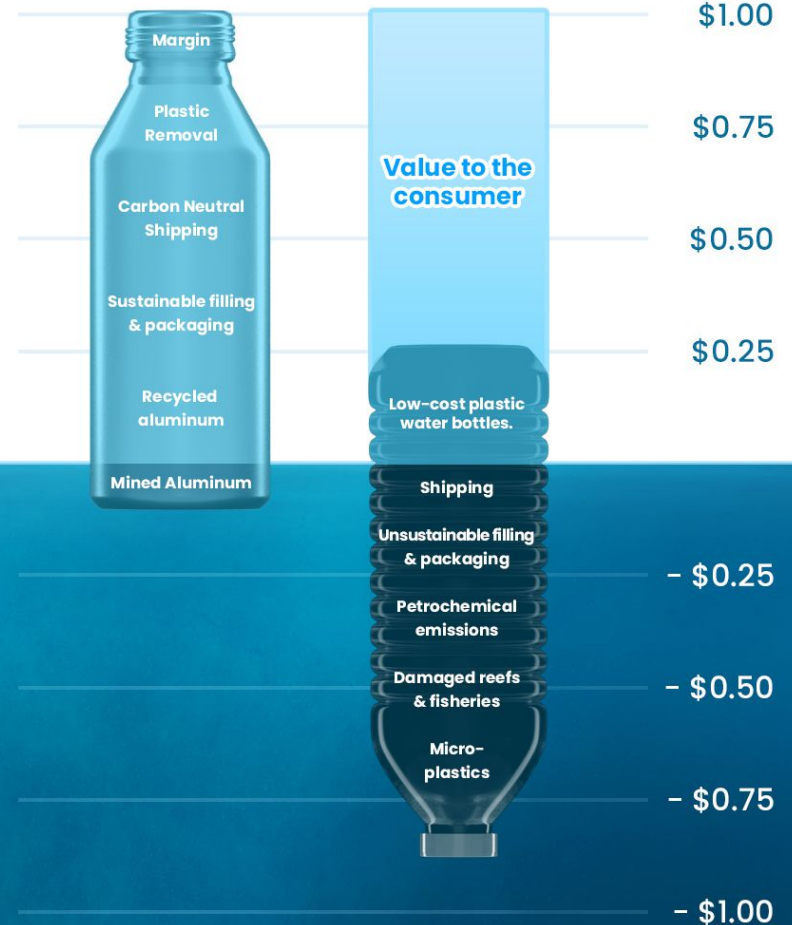
18 Billion pounds of plastic flow into the oceans every year

By 2050 there will be **more plastic than fish** in the ocean by weight

VALUE

There is a **real cost** to cheap plastic.

Mananalu true costs



According to The Guardian, plastic waste costs up to \$33,000 per ton, or about \$0.80 per plastic water bottle, in reduced environmental value.

Actual cost to environment

An underwater photograph showing a large amount of plastic waste, including bottles, bags, and other debris, floating in the water. The scene is dimly lit, with light filtering down from the surface, creating a somber and polluted atmosphere.

CONSUMERS ARE DEMANDING CHANGE.

From brands and retailers...

69% of US consumers say “**sustainability**” is important to them. This indexes even **higher amongst younger generations**.

These consumers see “**single-use plastic**” as one of the most **harmful** to our environment.

71% of consumers are **willing to pay more** for sustainable products.

Shopper are **seeking out retailers** who feel the same way.

MANANALU PRODUCT CATALOG

*As of Date Last Saved

16 OZ ALUMI-TEK BOTTLE (PURE Available in Singles or 6-packs / FLAVORS Available in Singles only)



Purified Water

PURE
16ALB-PW
16 oz Alumi-Tek Bottle
MSRP: \$1.79
WHSL: \$.89 FOB



Purified Water
with Natural Flavor Essence
TAHITIAN LIME
16ALB-TL
16 oz Alumi-Tek Bottle
MSRP: \$1.79
WHSL: \$.89 FOB



Purified Water
with Natural Flavor Essence
LILIKOI PASSION
16ALB-LP
16 oz Alumi-Tek Bottle
MSRP: \$1.79
WHSL: \$.89 FOB



Purified Water
with Natural Flavor Essence
PINK GRAPEFRUIT
16ALB-PG
16 oz Alumi-Tek Bottle
MSRP: \$1.79
WHSL: \$.89 FOB

12 OZ SLEEK CAN (Available in Singles or 8-packs)



Purified Water

PURE
12SLC-PW
12 oz Sleek Can
MSRP: \$1.29
WHSL: \$.64 FOB

12 OZ STANDARD CAN (Available in Singles only)



Purified Water

PURE
12STC-PW
12 oz Standard Can
MSRP: \$1.00
WHSL: \$.45 FOB

A new approach to hydrating your guests...

REFILLABLE CO BRANDED ALUMINUM BOTTLE



PROVIDE your guests with a bottle they can refill and reuse at specific city events and take with them as a souvenir.

22oz Refillable Co-Branded Aluminum Bottles

These bottles come pre-filled with water, and are reusable, refillable, resealable and still recyclable if they happen to need to be.

Co-branding available. Production commitment 76,000

Filled with the same great tasting Mananalu purified water with electrolytes and backed by the same plastic removal impact.

Proposal

Goal: Develop a partnership to drive sustainability while reducing harmful environmental impact of plastic bottles

- Mananalu leadership position on reducing single use plastic from ocean-going waste.
- Partnership allows for City of Miami Beach to extend that leadership position and receive the community benefit with messaging on removing plastic bottle.
- Pricing per bottle is competitive.
- Product packaging offers an elevated customer experience, is more sustainable (aluminum) and is refillable
- Digital marketing opportunities are significant with company founder, Jason Momoa +16M followers on IG
- Backing by Ball Aluminum Corp. provides confidence in inventory fulfillment (no supply chain issues)
- Marketing fund opportunity to drive sustainability efforts and support community events

Marketing Opportunity



- Tiered Marketing Fund determined by sales volume
 - 7% of total sales for volume of 100,000 – 200,000 bottles per year
 - 10% of total sales for volume +200,000 bottles per year
 - Marketing fund supports environmental impact opportunities
 - beach clean-up, park clean ups, Earth Day, Plastic Free MB
- Ongoing Digital Marketing to drive awareness for plastic removal for Miami Beach
 - *Drink ONE, Remove ONE* impact on Miami Beach sustainability efforts (ie Together we are saving 400,000 plastic bottles from ocean -going waste).
 - Jason Momoa's Marketing Reach = +16M impressions for socialization opportunities

Community Engagement and Events



- Sponsor Environmental Programs & Green Spaces
 - Provide free water for volunteers
 - Sponsorship includes branded product (TBD) for event coordinators / staff
- Support of 4 Key Events: Miami Beach Live, Fire on the Fourth, Veterans Day Parade and Winter Wonderland
 - On-site activation (Mananalulu to provide manpower where appropriate)
 - Mananalulu logo giveaways to support events



“

We can no longer wait. It's time to stop pointing at the problem, and get on with the solution. We need to do this for our land, our oceans, and for our future generations who depend on us.

”

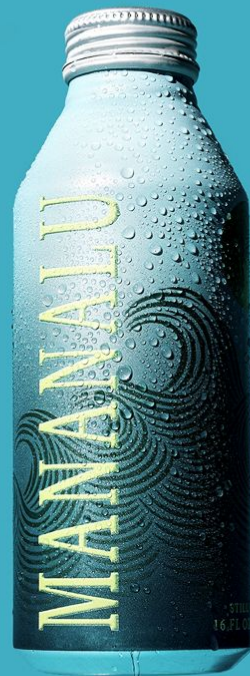
Jason Momoa

Founder of Mananalu

@prideofgypsies

16M+ Instagram





Thanks

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