



CONSCIOUS CONTAINER®

*Redefining the Landscape of  
Sustainable Glass Packaging...*

# What We Do

Conscious Container's business:

- 1) Sell, collect, wash & resell refillable glass beverage bottles
- 2) Enable smart packaging QR Code technology
- 3) Provide recycled content for new glass bottles



*... Across the beer, wine, and non-alcoholic categories*

Our Refillable Glass Bottle Business is **Sustainable**,  
**Scalable**, and **Profitable**.

*Sell - Collect - Wash... Repeat*

# The Journey

2016: Due Diligence

2017: Benefit Corp & Initiate POC

2018: Expand POC & Network

2019: Assemble Team & Partners

2020: AB Refillable Pilot & Bottle Design

2021: Capital Raise, Grant, Collection/Washing

2022: *Continue NorCal Collection/Washing*

2023+: *Expansion & Scaling*



# Building a Refillable System

- *Due Diligence*
- *Equipment & Infrastructures*
- *Refillable Bottle*
- *Financial Model*
- *Customers*
- *Policies*
- *Team*



**Experienced Leadership Team**

 <p><b>CAREN McNAMARA</b> Founder/CEO 20+ years corporate business experience in project execution and corporate systems. Caren built this female founded game-changing start-up into a market ready scalable business</p>	 <p><b>BRUCE STEPHENS</b> President 40 years business experience in sales and was CEO and founder of Wine Bottle Renew, a wine bottle washing operation</p>	
 <p><b>DARLYN KOTZENBERG</b> CMO 30 years experience managing successful marketing &amp; design programs</p>	 <p><b>KELLY NORTHRIDGE</b> DSO &amp; CEO 20+ years experience in purposeful global strategy, corporate M&amp;A, and start-up finance</p>	 <p><b>BUD JAMES</b> COO 35 years of wisdom and deep expertise in technology, e-commerce, and operations</p>



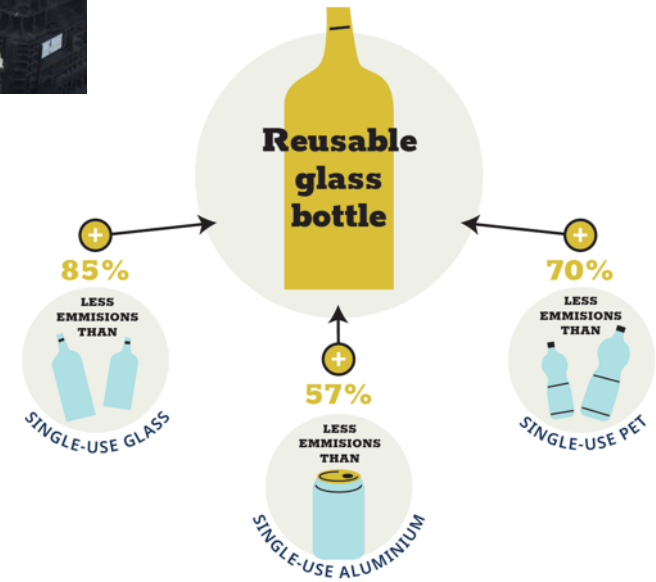
# Due Diligence

- *Research*
- *Proof-of-Concept*
- *Existing Infrastructures*
- *Impact & Marketplace Data*
- *Regional & Non-Profit Partners*
- *Industry Partners*



November 2020

**CO2 EMISSIONS:**  
Single-use VS Reusable glass bottle





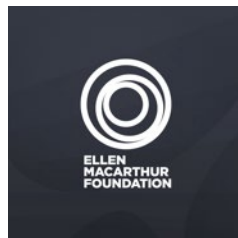
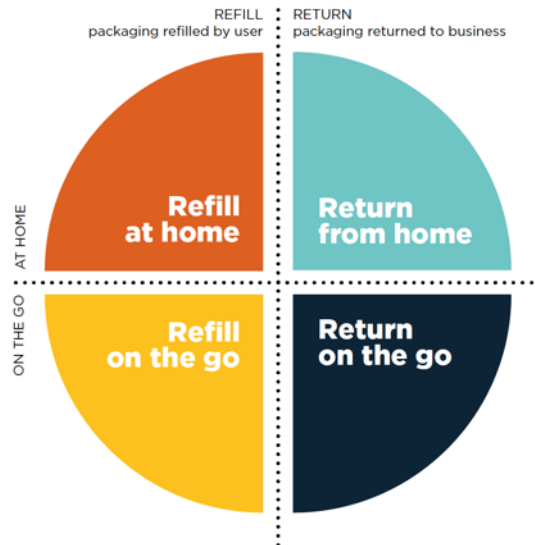
# Equipment & Infrastructure

- *Bottle Washer*
- *Bottle Inspector*
- *Facility Design & System*
- *Refillable Bottles*
- *Wash-off Labels*
- *Existing Infrastructures*
- *Recycling/Waste Systems*
- *Technology & Innovation*



# EMF Reuse Models

## Return from home



## Return on the go



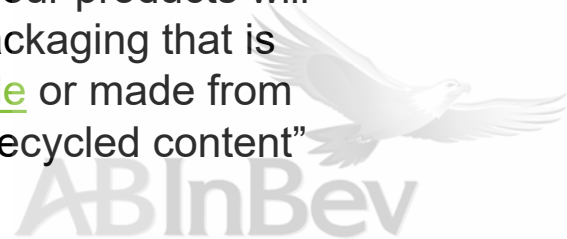
# Financial Model & Customers

- *Volume Based Business*
- *Beverage Categories*
- *Build Financial Model*
- *Investor Lens*
- *Value Proposition*
- *Customer Partners*
- *Sustainability Targets*

*... Across the beer, wine, and non-alcoholic categories*



“100% of our products will be in packaging that is returnable or made from majority recycled content”





# Circular Life of a Refillable Bottle

As shown through our Anheuser-Busch pilot

Distribute



Collect



Wash



Refill



QR Code Technology Tracks Bottles & Collects Consumer Insights



# Team & Policy

- *Passion & Support*
- *Expertise*
- *Vision, Mission, Values*
- *New Marketplace*
- *Legislation & Grants*



**Assemblymember Sydney Kamlager, District 54**

**AB 962 – Returnable Beverage Bottles**



# Moving Forward

- *Capital*
- *Strategic Partners*
- *Existing Infrastructures*
- *Technology & Innovation*
- *Value Propositions*
- *Collaboration*

You do not like throwing away perfectly good glass bottles. We don't either.

So we're washing and reusing them.

We're bringing back the Milk Man....  
but with beer.



The advertisement features four beer bottles on a wooden surface against a blurred green background. On the left are two dark brown bottles of Elysian beer with labels that include the word 'Elysian' and 'Slyfox'. On the right are two clear glass bottles of Michelob Ultra beer, one labeled 'Ultra Pure Gold' and the other 'Ultra Pure Gold Light Lager'. The text is arranged in a vertical column on the right side of the image.

CONSCIOUS  CONTAINER®

FIND DETAILS & FILL OUT OUR SURVEY AT [REFILL-MY-BEER.COM](http://REFILL-MY-BEER.COM)



**WE'RE LISTENING**  
REFILLYOURSPIRIT.COM



CONSCIOUS CONTAINER™

**100%  
REFILLABLE**



**We are seeking  
values aligned  
investors and  
partners to  
join us to  
Redefine the  
Landscape of  
Sustainable Glass  
Packaging...**

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CONSCIOUS CONTAINER™