

REFRAME

Enjoy cocktails with all of the buzz and none of the booze with THC-infused spirits.

Year Founded: 2024

Region: California

Founders: Jake MacDowell, Justin Buchanan, and Dylan Roukous

Known For: A groundbreaking, alcohol-free D9 cannabis-infused spirit that redefines the social drinking experience. With a mission to provide a refined alternative to traditional alcohol, Reframe delivers a subtle, refreshing buzz without the hangover, catering to consumers seeking a more balanced and health-conscious lifestyle.

-Organic-

Reframe is a premium, alcohol-free cannabis drink that provides an enjoyable buzz without the hangover. Reframe provides a similar buzzy experience that slowly builds and then tapers off over several hours. The biggest difference is that a shot of reframe has almost 80% fewer calories than spirits like Vodka or Tequila, with none of the next day grogginess, headaches, or dehydration!

Crafted from the finest natural ingredients, Reframe's cannabis-infused formula creates an elevated, feel-good experience, offering a buzz that's both enjoyable and controlled. The product is designed for those seeking an alternative to alcoholic beverages while still wanting to engage in social occasions in a way that feels celebratory.



Reframe Beverage Inc. was founded by Jake MacDowell, Justin Buchanan, and Dylan Roukous, a trio of beverage industry veterans with over a decade of experience. They first made their mark with the launch of Zest, a line of citrus vodkas that quickly gained popularity for their lower alcohol content and bold flavors. Building on their success, they identified the growing demand for alcohol-free alternatives and set out to create a product that speaks to the needs of modern consumers. Reframe is their answer—a premium, cannabis-infused spirit that lets people rethink the way they drink.

Tropical *delta-9*

A tropical escape in every sip—combining pineapple, mango, coconut, and sun-drenched fruit notes with a balance of sweet and tangy flavor. 10mg per serving.



TROPICAL COCKTAILS

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| ISLAND GLOW | MANGO CHILL |
| 1 oz Reframe Tropical | 1 oz Reframe Tropical |
| 3 oz Pineapple Juice | 3 oz Mango Nectar |
| 2 oz Coconut Water | 2 oz Limeade or Fresh Lime + Water |
| 2 oz Water (Flat or Sparkling) | 2 oz Sparkling Water |
| Garnish: Pineapple Wedge or Mint Sprig | Garnish: Tajin Rim Or Lime Wheel |

Citrus *delta-9*

Delivers a bold citrus flavor combination—bursting with orange, grapefruit, lemon, and lime. 10mg per serving.



CITRUS COCKTAILS

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| CITRUS SPRITZ | GINGER DROP |
| 1 oz Reframe Citrus | 1 oz Reframe Citrus |
| 3 oz Fresh Orange Juice | 4 oz Ginger Beer |
| 1 oz Lemon Juice | 1 oz Lemon Juice |
| 3 oz Soda Water | 1 oz Water or Ice Melt Buffer |
| Garnish: Orange Peel Twist | Garnish: Candied Ginger or Lemon Slice |

Mixed Berry *delta-9*

A bold berry flavor—rich raspberries and blueberries with a tart edge. Users describe it as "berry good" and pleasantly tart. 10mg per serving.



MIXED BERRY COCKTAILS

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|------------------------------------|--|
| BERRY BLISS | BLACKBERRY SMASH |
| 1 oz Reframe Mixed Berry | 1 oz Reframe Mixed Berry |
| 3 oz Cranberry Juice | 4 oz Muddled Blackberries |
| 2 oz Limeaid | 3 oz Lemonade |
| 2 oz Club Soda | 3 oz Sparkling Water |
| Garnish: Mint or Fresh Cranberries | Garnish: Blackberry Skewer or Basil Leaf |