



TREEtini PROGRAM

BROUGHT TO YOU BY LIVE IT GREEN AND VEEV ACAÍ SPIRIT

WHAT IS THE TREETINI?

The TREETini is your opportunity to give back to the environment in a much needed and impactful way. Every time you sell a TREETini, Live it Green will plant a tree, and for every bottle of VeeV sold, \$1 is donated back to the conservation of the rainforest. It is as simple as that to have a more eco-friendly beverage program. Every person can make a difference!

WHAT DO I (RESTAURANT OPERATOR) HAVE TO DO?

For every TREETini sold by your account(s), VeeV will plant a tree on behalf of your restaurant. Once you have signed on to the program email us at TREETini@veevlife.com and we will register your account on the official TREETini website. Update us quarterly on how many TREETinis you have sold so we can inform our fan base on how many trees your account has planted!

WHAT IS THE TREETINI RECIPE?

The TREETini recipe is whatever you envision it to be. We suggest using seasonal, local ingredients to create a cocktail that is both eco-friendly and delicious. Cater your recipe to your geographic, demographic or financial needs; TREETini is simply your marketing tool to run a more “Green” business.

HOW DO I INFORM MY CONSUMERS ABOUT TREETINI?

That’s easy! **We have a variety of POS items that educate consumers on the program and the green efforts of your account.** Check out the TREETini POS displayed on the back of this sheet and simply email your order to TREETini@veevlife.com with the name of the item, table tent size and quantity you would like, along with your account name and address. The items will be sent to you once the order is complete.

HOW SHOULD I LIST THE TREETINI ON MY MENU?

1. List on the menu in a visible spot and be proud of your involvement in making a difference.
2. Make a note on the menu about TREETini...ex: *For every TREETini cocktail purchased at (venue’s name), a tree is planted in your honor, and VeeV makes a donation to rainforest preservation.
3. Incorporate TREETini imagery/POS somewhere in your restaurant.

ADDITIONAL INFORMATION ON THE TREETINI PROGRAM

How are the trees planted?

Trees are planted on a quarterly basis and monitored by a third party entity using both on-site staff and GPS locators.

Where are the trees planted?

We’ve made a commitment to plant trees in Tamil Nadu, India, an area ravaged by monsoons and in dire need of reforestation. We may change the planting location in the future, but planting will always be carried out where it’s most needed.

TREETINI COCKTAIL RECIPE



TREEtini®

2 oz VeeV Açai Spirit
.75 oz agave nectar
(or simple syrup)
4 lime wedges
6 mint leaves
Club soda

Tear and slap mint leaves to release oils and drop into the shaker. Shake all ingredients well and strain into a chilled martini glass. Top with club soda, stir and garnish as desired.



V E E V

ON PREMISE

TREEtini Cling
(4" x 4")



Make consumers aware of your eco-friendly efforts before they even step foot in your account.

TREEtini Table Tents

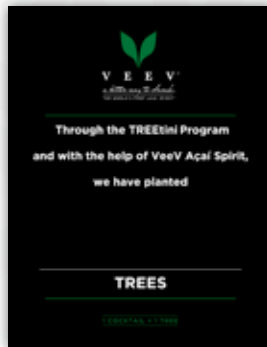


TREEtini Completion Certificate
(8" x 10")



Share your green footprint with consumers all year long by displaying a certificate with the number of trees your account planted through the TREEtini Program.

TREEtini Counter
(8.5" x 11")



Show your commitment to the environment by tallying the number of trees your account has planted through the TREEtini program (fun for consumers to watch the number grow!)

Green Living Coasters
(4" x 4")



Educate your consumers on how to green their night out by using these coasters with eco-friendly tips.

HOW TO GREEN YOUR RESTAURANT OR BAR

1. STAY TRUE TO MOTHER NATURE AND CARRY ECO-FRIENDLY SPIRITS

Provide a healthier option for your customers with spirits containing all-natural, good-for-you ingredients that make for quality cocktails and won't harm the earth!

2. USE RECYCLING BINS BEHIND THE BAR

The energy saved from recycling one glass bottle can cause 20% less air pollution and 50% less water pollution than when a new bottle is made from raw materials. By simply recycling empty bottles, your bar can help cut waste by more than 80%.

3. REPLACE YOUR LIGHT BULBS WITH FLUORESCENT ONES

Replacing incandescent bulbs with fluorescent ones can save you up to 78% on your electricity bill. That's a lot of extra money in your pocket!

4. OPT FOR CORN STRAWS

Replacing standard plastic bar straws with corn ones (which are biodegradable) is another change you can make to green your bar.

5. USE NAPKINS MADE FROM RECYCLED MATERIALS

Approximately 4 billion trees are cut down every year. Imagine how many trees could be spared if every bar in America used napkins made from recycled materials! Ask us about our eco-friendly napkins that feature tips on how to green your night out. ♻️