

## **Simple & Nostalgic #1**

Name:

Fizzician

Idea:

Soda inspired by the spirit of the Prohibition era: the craft cocktails and the craftsmen who made them, the exclusive nature of speakeasys, and the anti-establishment commitment to a good drink and a good time.

Attributes:

Exclusive, Illusive, Intriguing, Alluring, Ingenious

## **Brand Story: Fizzician**

Down the alley, turn the corner, knock twice, and say the word. The world of the speakeasy is revealed: passionate enthusiasts gathering to partake, craftsmen creating beverages with great care.

Prohibition was a time of creative invention: those who sought drink found a way, and the lore is the stuff of legend. The art and craft of the drink, the chance to savor something special—these are qualities shared by craft sodas today.

Fizzician is a modern craft soda line inspired by the past—the Prohibition Era in all of its craft and nuance. The same way bartenders dispensed quality concoctions, Fizzician is dedicated to channeling their skill, providing craft fountain sodas that are flavorful, perfectly crafted, and extremely satisfying. Ingredients are carefully sourced, and lovingly hand-crafted to provide intense and inspiring experiences.

Attributes: Exclusive, Illusive, Intriguing, Alluring, Ingenious



# FIZZiCIAN

PROHIBITION STYLE

SODA

Pepsi\_Stage1\_WIP\_Opt1

Pearlfisher

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# FIZZiCIAN

100%  
DEL-  
ICIOUS

PROHIBITION STYLE

100%  
CANE  
SUGAR

SODA

"THE BAR IS DEAD, THE FOUNTAIN LIVES & SODA IS KING"

JOHN SOMERSET - JUNE 1891

BLUEBERRY  
LEMONADE

ORANGE  
CREAM

COLA

BLACK  
CHERRY

