

THE FUTURE OF MINDFUL, FUNCTIONAL DRINKING

PASTEL

The Art of Functional Mixology



SIAL PARIS 2026

*The Palace Philosophy,
Reimagined for Everyday Wellness*



REDEFINING LUXURY

Palace-Grade Mixology, Made Functional

We democratize high-end cocktail culture by bridging elite Parisian palaces and everyday retail. Our liquid excellence is engineered alongside **premier Paris palace mixologists**, and validated by several **‘Meilleurs Apprentis de France’** — including one in mixology and one in sommellerie — ensuring every recipe meets the highest standards of the craft.

PASTEL now channels that same rigor into a **functional, low-calorie** ritual — **rich in magnesium**, crafted with natural botanical extracts and a strict clean-label philosophy. The artistry of the palace bar, in a format built for daily life.



THE MARKET OPPORTUNITY

01

The Retail Gap

Consumers are trapped between low-cost industrial sodas and overpriced premium wellness drinks — with nothing sophisticated, natural and functional in between.

02

Sober Curiosity

A growing share of consumers is actively reducing sugar and alcohol, seeking sophistication and genuine benefit — not just refreshment.

03

A Category Still Emerging

Functional beverages remain an early-stage category in France and across Europe — a rare window to lead, not follow.

A CATEGORY OF ITS OWN

PASTEL IS NOT

An energy drink

PASTEL IS NOT

A vitamin water

PASTEL IS NOT

A food supplement

PASTEL IS NOT

A kombucha

PASTEL creates a new category: *the premium everyday functional beverage* — as effortless to enjoy as a soda, with the craftsmanship of a palace bar and a clearly identified functional benefit in every can.

OUR RECIPE PHILOSOPHY

- A fruit
- A tea or plant infusion
- A clear functional benefit
- Recognized active ingredients
- A light sparkle
- Low sugar & low calorie
- Natural flavors, clean label
- Magnesium across the range

THE COLLECTION

Four rituals, one signature craft

HYDRATION

Pear × Elderflower

Subtlety and light — the crunch of pear meets the litchi notes of elderflower.

Electrolytes • Magnesium



FOCUS

Blackcurrant × Jasmine Tea

A deep floral narrative — delicate jasmine meets the gourmandise of blackcurrant.

L-theanine • Magnesium



DIGESTION

White Peach × Verbena

A velvety peach core, brightened by the herbal clarity of verbena.

Prebiotic fibers • Magnesium



VITALITY

Raspberry × Hibiscus

Pure olfactory elegance — hibiscus intertwines with fleshy raspberry.

Vitamins B6, B12 • Magnesium



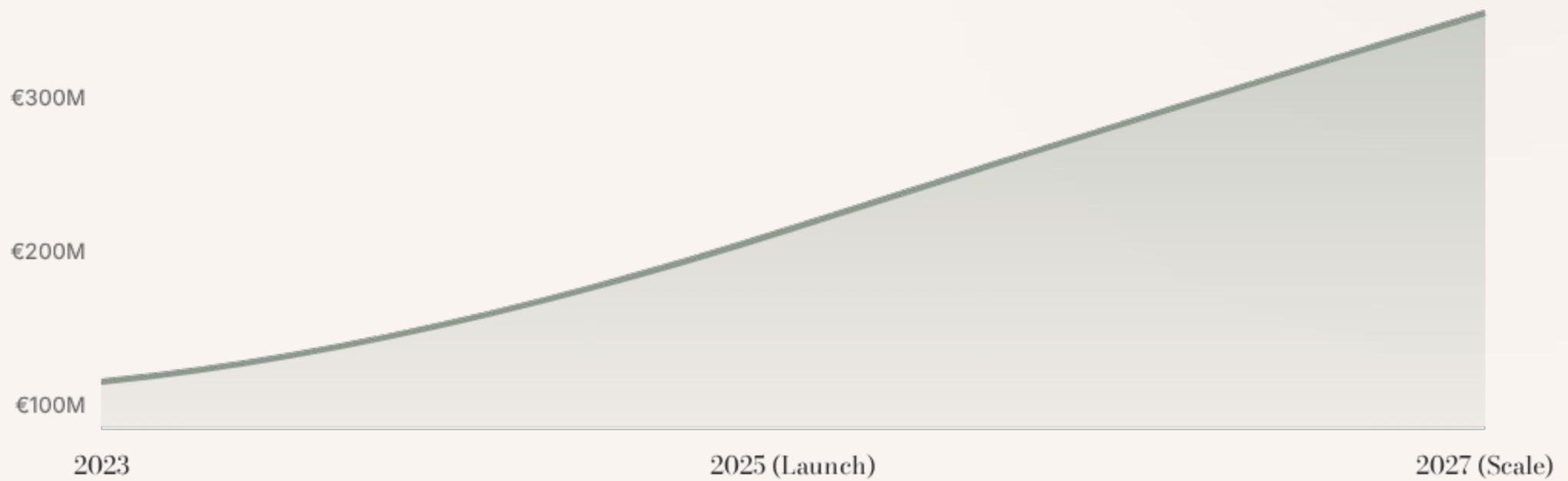
ADAPTABLE FORMATS

One Craft, Every Retail Touchpoint



Sleek 33 cl can for grab-and-go retail, or **signature glass bottle** for the premium on-trade and hospitality experience — one recipe, two rituals.

MARKET TRAJECTORY



Projected CAGR of +9.8% in the Premium, functional & no-low RTD segment (Europe).

PRODUCT SPECIFICATIONS

Feature	Premium Glass (33cl)	Sleek Can (33cl)
Target Price (MSRP)	€2.50	€2.20
Distribution Channel	GMS / Premium Retail	GMS / Urban Retail / On-the-Go
Shelf Life	24 Months	24 Months
Units per Carton	24 Units	24 Units
Cartons per Pallet	54 Cartons	54 Cartons
Minimum Order Quantity (MOQ)	1 pallet, ex-works	1 pallet, ex-works

THE ARTISANS



Maxime Vautrin

Co-founders & Entrepreneurs. With a combined expertise in economy, mixology, and retail logistics, we built **Facil's** into a multi-store success.

PASTEL is the culmination of our vision: making the refined experience of the world's best hotel bars accessible to everyone, everywhere.



Théo Lemonnier

JOIN THE MINDFUL DRINKING REVOLUTION

Thank You.

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Meet us at SIAL 2026