



Caliber Entertainment Presents

DEAD WORLD™

A new line of "Premium Concept Beverages"™

Based on the popular Deadworld comic book series

www.deadworldzombiesoda.com



All natural
flavors for
un-natural
tastes™



AVAILABLE IN:

4 packs
12 packs
(Collector box)

TWILIGHT SHUFFLER
Root Beer

Nutrition Facts

Service Size
1 Bottle (355mL)

Amount Per Serving
Calories 144

% Daily Value*

Total Fat 0g	0%
Sodium 27mg	1%
Total Carbohydrate 38g	11%
Sugars 38g	
Protein 0g	

*Percent Daily Values are
based on a 2,000 calorie diet.

INGREDIENTS: CARBONATED WATER, PURE CANE
SUGAR, CARAMEL COLOR, SODIUM BENZOATE (A
PRESERVATIVE) CITRIC ACID, NATURAL FLAVOR.



DEADWORLD BEVERAGES WILL
CONSIST OF:

All-natural blends of ingredients
using pure cane sugar.

Premium beverage offerings with
great flavor, completely free of
artificial substitutes.

12 flavors, all “zombie themed”
for light-hearted fun and a high
degree of interactions.

DEADWORLD™

premium zombie soda™

12 UNIQUE FLAVORS

Caprice Beverages is proud to present a line of Premium Zombie Soda based on the long running Deadworld comic book series. The following pages show the artwork gracing the containers and the bottles of the all natural flavored soda. Featuring art from over 45 different artists, Deadworld soda is a taste that some are willing to die for.

EACH FLAVOR COMES IN **4** DIFFERENT CHOICES OF BOTTLE ARTWORK.



ORANGE ROAMER

Orange



GOON BITTERS

Cherry Cola





ROYAL ROTTER

Black Cherry



BRAIN SAP

Cream Soda



ZEEK COCKTAIL

Cotton Candy



GEEK JUICE

Vanilla Cream Soda



GRISLY SWILL

Grape





SLOW DECAY

Vanilla Root Beer



ROT BERRY

Strawberry



TWILIGHT SHUFFLER

Root Beer



MORBID MIX

Green Apple



GRAVEYARD DELIGHT

Ginger Ale



Zombies Theme



The zombie phenomena in today's culture is not new but shows no signs of abating.

In 2011, NBC News reported zombie culture added \$5 billion to the economy per annum. With the popularity of new movies, TV shows, video games, and of course, comics, the zombie theme continues to grow even more.

The zombie series, "The Walking Dead", finished in the Top 10 of ALL television shows in 2013 (including all cable and network).

The zombie movie, World War Z was the 13th highest grossing film for 2013.

In video games, "The Last of Us" based on surviving zombies, was the overall 6th best-selling video game.

The mass market book, "The Zombie Survival Guide" made the NY Times best-seller list.

Zombies have become part of the fabric of American Culture and DeadWorld is considered the preeminent zombie comic series.



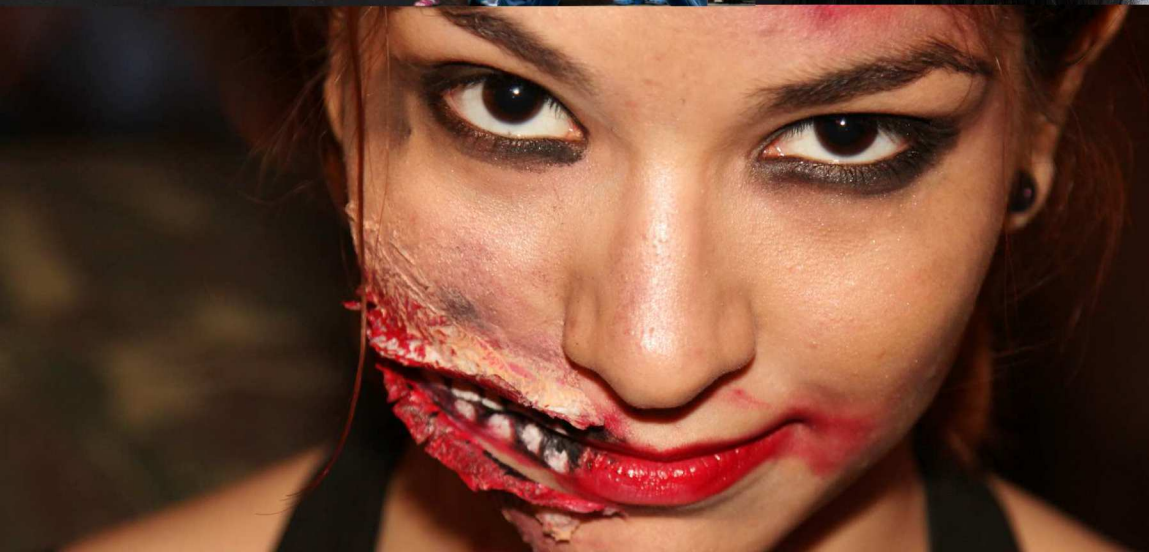


APPEALING TO FANS OF:

- Zombie TV-Film
- Comic Books
- Beverage Collectors
- Cosplayers
- (costume recreations)

AND ALSO TO:

- Millennials
- Gen X
- Urban/Goth



The Deadworld Line

Deadworld is based upon zombies which have become one of the major popular culture themes in North America today.

During the past 12 months, Deadworld has received numerous industry honors including The Best in Horror Comics from The Ghastly Awards. Deadworld was also nominated for Best Horror series in the Shel Dorf Awards and the Comic Monsters Award.

Deadworld has been licensed for a number of important products creating cross-promotion opportunities.

- A series of T-shirts from Popfunk, the premier licensing company for t-shirts (licensors of every major movie).
- Licensed as a set of trading cards from Breygent Marketing, the producer of such popular products as American Horror Story, Dexter, and Grimm.
- Action figures and mini-mallows from Shocker Toys.
- Licensed for a table top role-playing game.

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"Deadworld - Quite possibly the
Best Zombie Comic Ever."

- Horror News



"Deadworld is a grand experiment
and really has a special place in the
history of horror comics."

- Comic Book Therapy

"...by far the greatest zombie story
out there right now."

- Unleash the Fanboy

"...amongst the most essential
horror titles of the last twenty years."

- From the Tomb Magazine

"The best, in my humble opinion,
of the zombie comics..."

- Thomas E. Sniegoski,
Writer of Buffy Vampire Slayer

"DeadWorld is the grand-daddy
of zombie comics!"

-The Pop Culture Network

Promotion

Conventions:

- 40 artists attending over 75 comicbook conventions, large and small, big cities and small towns.
- Each artist signing autographs and promoting the “DeadWorld Beverage” brand, utilizing zombie trading cards which feature their original “DeadWorld” created art.
- Approximately 2,000,000+ visitors will be in attendance receiving the “DeadWorld Beverages” promotional messages.
- Caliber Entertainment will have a presence at 8 major comicbook conventions dispensing samples, swag and more.
- Caliber Entertainment will display and promote DeadWorld beverages at select Horror & Science Fiction Conventions.

Artists In-Store Appearances:

- Contributing artists to the DeadWorld Beverage line are available for in-store signing appearances to promote DeadWorld beverages (Upon request – Cost TBD).

Retailer Support / Incentives:

- Sponsorship / participation in retailer Halloween and other special events.
- Bounce back bottle cap promotions with FREE prizes: Signed Complete Card Decks with each card signed by the artist, 48 cards total, caps, t-shirts, books (age appropriate) and more.



PREMIUM ZOMBIE BEVERAGES™

All natural, for the un-natural.™ Don't be afraid to grab a cold one.



12 UNIQUE FLAVORS

48 COLLECTABLE BOTTLES

41 ORIGINAL ARTISTS

Deadworld soda is a special edition release of all natural soda featuring original artwork from the artists of the Deadworld Comic Series.

721 Root Beer

722 Ginger Ale

723 Vanilla Root Beer

724 Grape Soda

725 Strawberry Soda

726 Vanilla Cream Soda

727 Orange Soda

728 Green Apple

729 Cream Soda

730 Cherry Cola

731 Cotton Candy

732 Black Cherry

Collectable Posters



POSTER **1**
Grab a cold one



POSTER **2**
It's the un-real thing!



POSTER **3**
Horribly Good

For Sales Contact:

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IMPACT BEVERAGES

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Made in the U.S.A

WWW.DEADWORLDZOMBIESODA.COM