

Premium Alcoholic Beverages

From Premium Bottle to Trusted Enterprise Asset

Premium alcoholic beverage brands face exposure to counterfeit liquid, bottle refilling, illicit distribution and uneven regulatory requirements.

Trusted product identity connects each bottle to its changing state, the right response and actionable enterprise intelligence.

GLOBAL MARKET REALITY

25%

**EST. AMOUNT OF WORLDWIDE
ALCOHOL CONSUMPTION
THAT IS UNRECORDED**

Outside the usual systems of taxation and government control.

Source: WHO, "Unrecorded alcohol: what the evidence tells us," 2022.



Market Shift

Trust must extend beyond the bottling line.

Consumers, trade partners and authorities need confidence that a premium bottle is authentic, intended for its market and has not already been opened or reused.

Brands also need visibility across fragmented distribution, on-premise channels and the bottle's post-sale lifecycle.

Why This Matters for Beverage Leaders

Premium beverage brands already compete on trust.

Every bottle carries valuable brand equity and an implicit promise of authenticity, provenance, quality and responsible use. Yet visibility often declines after controlled distribution, precisely when refill, diversion and consumer-safety risks can increase.

Trusted product identity keeps that promise observable throughout the bottle's lifecycle.

The next generation of premium beverages will not rely on packaging claims alone. It will make product integrity observable.

From Bottle-Level Identity to Enterprise Value

Laava connects each physical bottle to the appropriate experience, product state and enterprise response.



TRUSTED PHYSICAL IDENTITY

SmartQR™ links bottles to trusted data. Invisiprint™ strengthens identity; tamper-responsive components signal physical state.

AUTHENTICATION AND RESPONSE

A scan or tap lets Laava evaluate identity, product state, context and prior activity, then deliver the appropriate response.

ENTERPRISE INTELLIGENCE

Each interaction can reveal engagement, repeat scans, geographic anomalies and signals of copying, reuse or diversion.

The result: Together, they help establish what the bottle is, respond to available state signals and generate lifecycle intelligence.

REGIONAL URGENCY

25%+

OF THE TOTAL ALCOHOL
MARKET IS ILLICIT

Across Brazil, Colombia, Mexico and
the Dominican Republic.

Source: Diageo, "Latin America and Caribbean"

START FOCUSED, SCALE WITH EVIDENCE

Start with one valuable problem

Choose one priority product and market where integrity risk has measurable consequences.

01 Define the opportunity

02 Design the architecture

03 Validate in market

04 Scale proven value

MEASURE WHAT MATTERS

Integrity: Valid interactions, anomalies and investigations • **Operational:** Packaging reliability and unit economics • **Consumer:** Registration and confidence • **Commercial:** Protected revenue and expansion economics

FUTURE STATE

Every bottle becomes a persistent source of trust and intelligence.

Supporting stronger product integrity, agile information delivery and trusted consumer relationships.