Through the third quarter, RumShaker sales reached $99,700, up 9.2% from $91,400 in the same period last year, with standard cases up 10.7%. Growth came from deeper orders at fewer accounts, so we are sharing both the wins and the areas we are working on. These gains demonstrate continued demand for our ready-to-serve premium cocktails and the strength of our retail-focused growth strategy.

One of the most encouraging developments is the improvement in sales productivity. Although our buying-account base declined from 53 to 38 accounts, sales per account increased 52.3%, from $1,724 to $2,625. This reflects the growing importance of productive retail partnerships, stronger account engagement, and opportunities to generate more sales from our existing distribution footprint.

What's Working

- Our popular Island Passion 1.75L delivered $76,692 (+24.7%), now 77% of sales.
- Off-premise stores sales hit $92,479 (+17.0%), 93% of the business.
- **Account growth:** 16 accounts increased purchases, led by Jax Beverage in Rockdale County (+$10,357), J&J Beer-Wine-Liquor in Henry County and Loganville Package in Gwinnett County.
- **New accounts:** 9 new retailers contributed, including The Branded Barrel in Hall County ($3,361) and Toco Giant in DeKalb County.
- **In-store activations continue to drive trial:** July activations moved 319 bottles versus 198 last year (+61.1%), and activation bottles through August reached 1,781 versus 1,087 (+63.8%).
- **Strong months:** February (+130.8%), March (+97.8%) and August (+24.2%) beat 2025.

On-premise sales, including restaurants and bars, declined 40.9%. This decline was anticipated and reflects a deliberate strategic decision to temporarily pull back on expanding our footprint in the restaurant and bar sector. By reallocating our time, resources, and marketing efforts toward retail stores, we have been able to hyper-focus on the foundation of our business: driving retail sales, strengthening account relationships, and generating consistent reorders. This disciplined approach allows us to concentrate our resources where we see the greatest near-term growth opportunities while building a stronger, more productive retail base to support future expansion.

BIG NEWS: RumShaker is going single!

Investors, you're among the first to hear this: we're taking our first big step toward becoming a major player in the RTD space with RumShaker single-serve pints!

We're developing two amazing flavors, one lemonade-based and one iced tea-based. Development is underway, with full production and launch set for spring/summer 2027. Our retail partners believe these pints could be a true game-changer for our growth. If they're right, this is the move that takes RumShaker from the crawl stage to the walk stage, and we're ready to start walking!

Shaking Up Atlanta Events

We closed out summer by participating in some remarkable events. Our summer run at Mable House Barnes Amphitheatre in Cobb County was again a huge success. For the second straight year, RumShaker was the top selling brand at every concert, sometimes selling out the bar before the final act took the stage. Concert-goers often tell us they're taking their BYOB back home after discovering a REAL Taste of the Islands at our tasting station.

Chateau Elan invited us back for a second year at their annual Vineyard Fest. This year they threw in a bonus event, the VIP pool party where RumShaker was just one of a couple beverage brands selected to provide cocktails. We debuted our Slushee cocktails and sampled more than 1500 attendees over two days. People stood in line for more than 30 minutes waiting for a REAL Taste of the Islands.

When Atlanta's fashionistas come out to party, they request RumShaker on the bar to bring the vibes correct! (that's island slang). Runway For a Cause raised money for St. Jude's Hospital and uplifted moods and spirits at two fashion events last month. Q4 is already stacking up with amazing events like celebrity golf tournaments, homecoming celebrations and holiday galas. Let us know if you believe RumShaker will be a good fit at an event you're involved with.

Looking Ahead: Focused Growth and Expansion

As we move through the remainder of 2026, RumShaker's priorities are clear. We will strengthen existing retail partnerships, convert new accounts into repeat buyers, accelerate Island Passion's momentum, launch our pint-sized lemonade and tea cocktails, and develop selective on-premise opportunities. We remain focused on building a more productive distribution footprint and establishing a scalable foundation for regional expansion.

Thank you to our investors, retail partners, distributors, and supporters for being part of the RumShaker journey. Every new account, reorder, and consumer experience brings us closer to our vision of sharing a *REAL Taste of the Islands* with more customers and building a stronger and larger business.

Our Georgia distributor, National Distributing Company is ready to scale RumShaker across metro Atlanta and other cities like Savannah and Augusta. We have a revenue-based financing (RBF) round open to accredited investors. Click below for more information.