

B.A.R. MASTERS MICRO-STUDIO

The Ultimate Media & Brand Ambassador Activation Platform

Investor Pitch Deck | Inaugural Build 2026

Gemini Notebook

The Dual-Engine Commercial Asset

B.A.R. (Brand Ambassador Resources) is not just a physical room. It is engineered to simultaneously operate as a public-facing, broadcast-grade media set for the "Beyond the Bottle" show, and an elite, internal sales training academy for Spirits Brands representatives.



The Media Engine



The Human ROI

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Aesthetic & Identity: Citrus & Carbon

Designed for visual dominance and zero-glare broadcast performance.





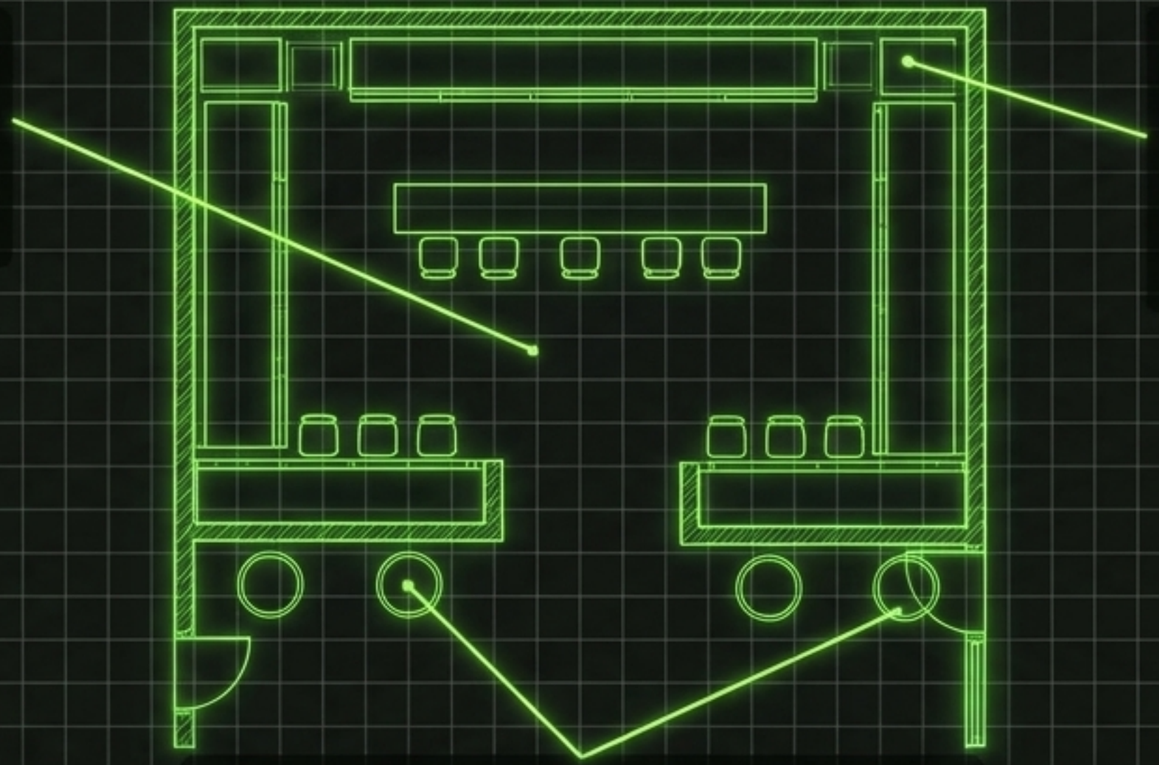
Executive Matte Black: Upgraded cabinetry and counters specifically engineered to provide high contrast for on-camera mixology without harsh lighting glare.

Brand-Aligned Illumination: Vibrant RGB LED strips mounted underneath counter lips and behind hero signage to accentuate Sprite's signature green identity.

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Spatial Engineering: The 10'7" x 12'3" Blueprint

Open Floor Configuration: Zero center island layout ensures seamless multi-cam dollies and operator mobility.



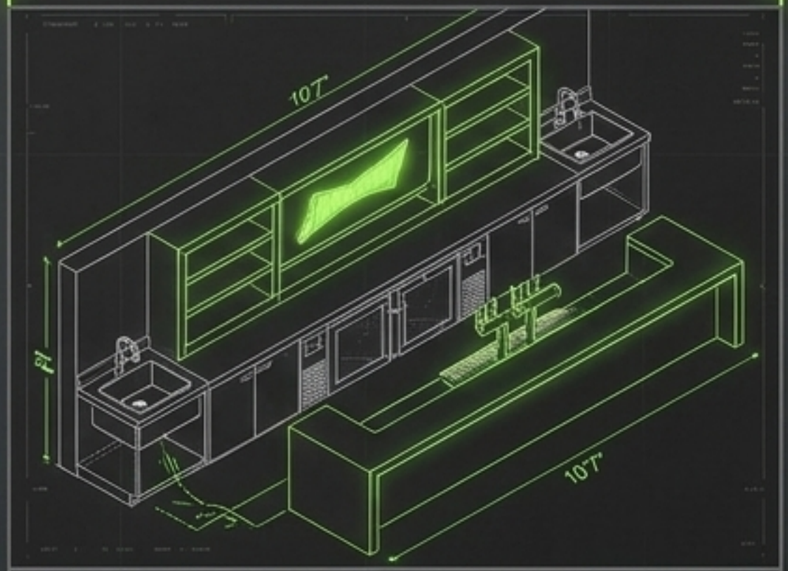
Solid North Boundary: 10'7" back wall is completely solid (no doors) to anchor hero branding and master dispensing.

Strategic Egress: Inward-swing hallway entrance (bottom-left) and converted window-to-exit door (bottom-right) for heavy gear load-in without disrupting adjacent studios.

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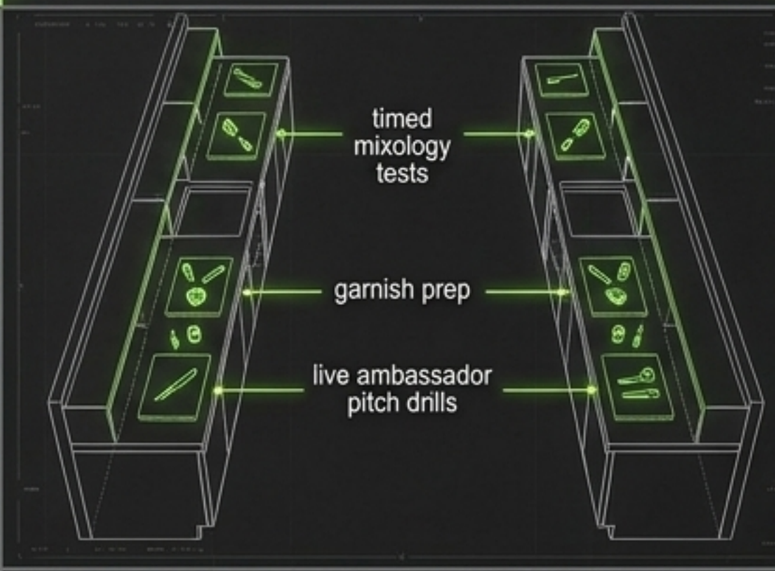
ZONE-BY-ZONE OPERATIONAL FLOW

NORTH WALL
(MASTER DISPENSE)



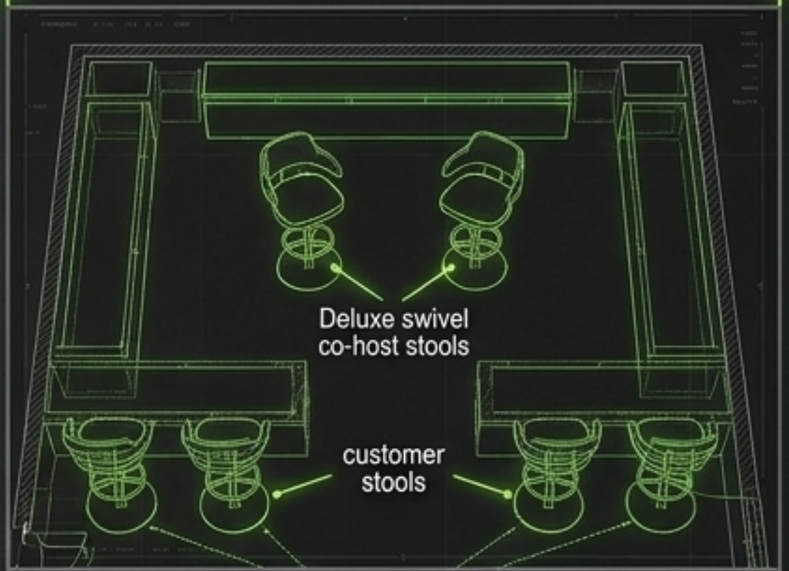
10’7” matte black run with central illuminated hero signage, dual under-counter tap systems, and left/right wet prep sinks.

EAST/WEST WINGS
(CHALLENGE ZONES)



Continuous side counter workbenches dedicated to timed mixology tests, garnish prep, and live ambassador pitch drills.

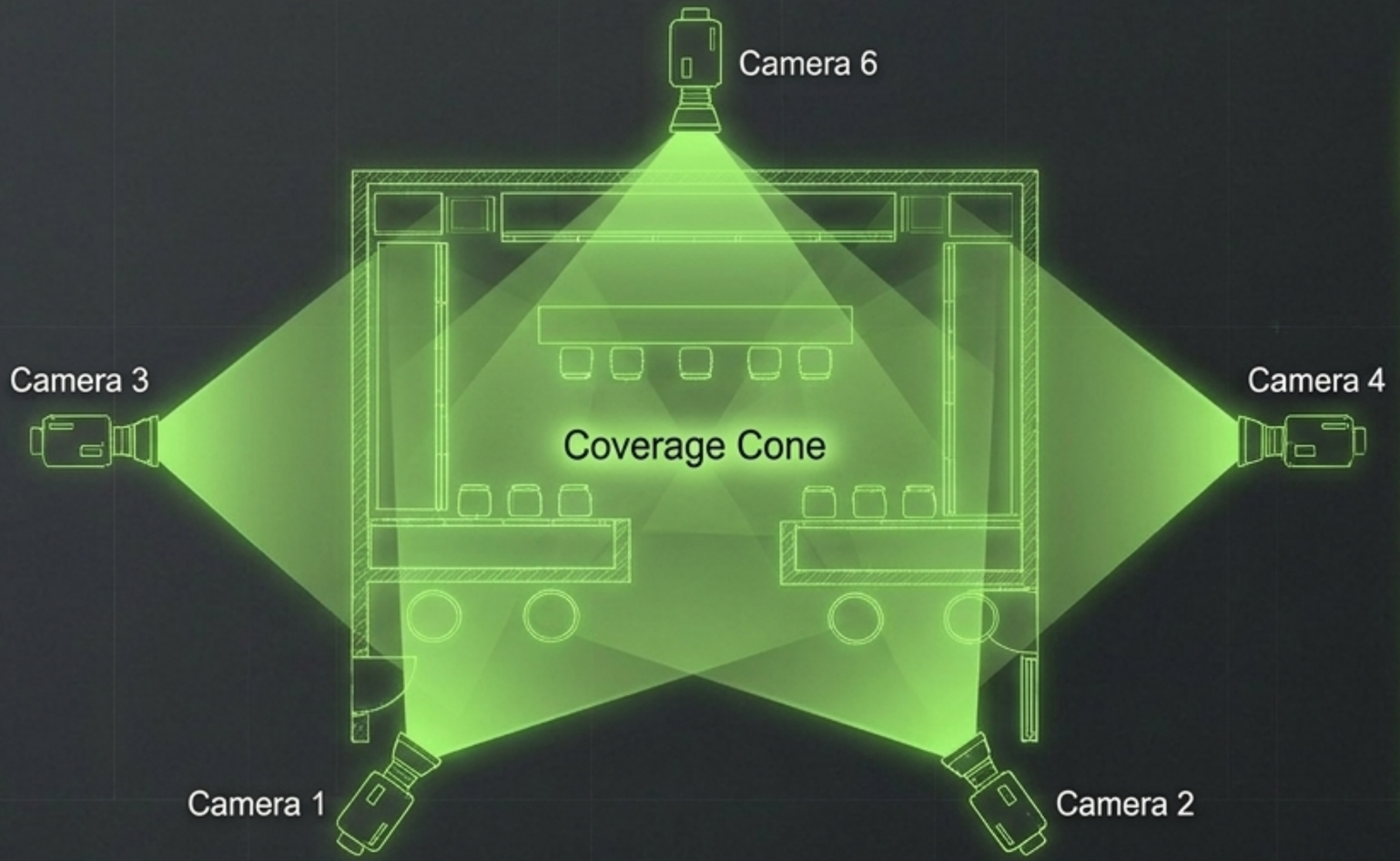
CENTER STAGING
(TALK-SHOW GEOMETRY)



2 Deluxe swivel co-host stools in the active lower-middle zone, and 4 customer stools split symmetrically at the bottom perimeter to maintain wide-open camera sightlines.

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Multi-Cam Broadcast Architecture



Cameras 1 & 2: Wide and medium profile shots facing the back bar (capturing tap handles and co-hosts).

Cameras 3 & 4: Tight, dedicated angles over East/West side wings for close-up mixology.

Camera 5: Reverse angle from the back bar toward front seating (late-night talk show geometry).

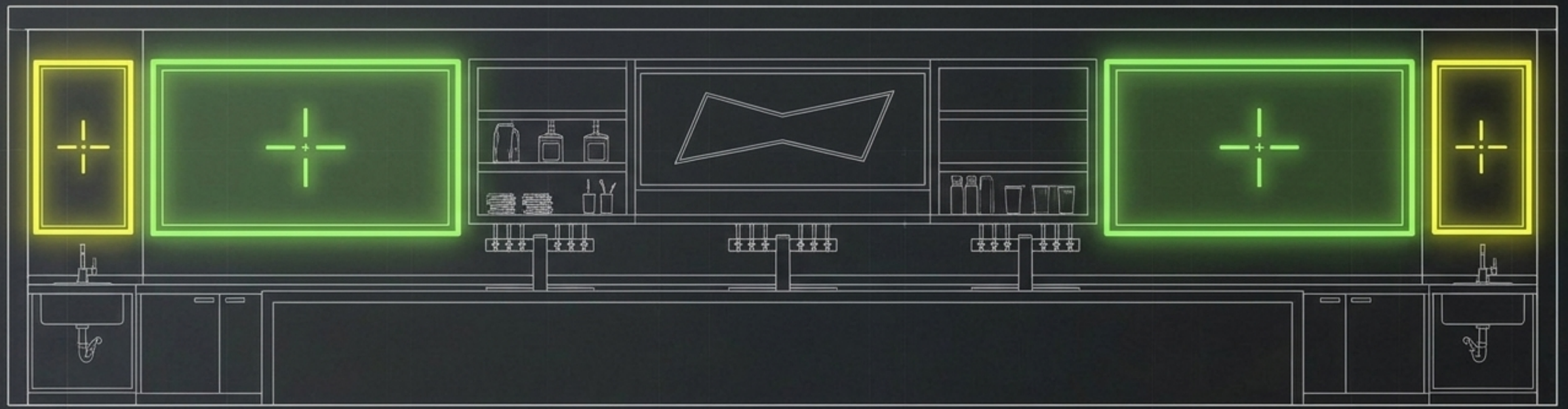
Camera 6: Overhead master safety shot capturing the open floor layout.

Ecosystem driven by a hardware PTZ joystick controller and low-latency NDI/HDMI cabling over IP.

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The Dynamic Digital Canvas

Instant environmental adaptation driven by a multi-screen array.

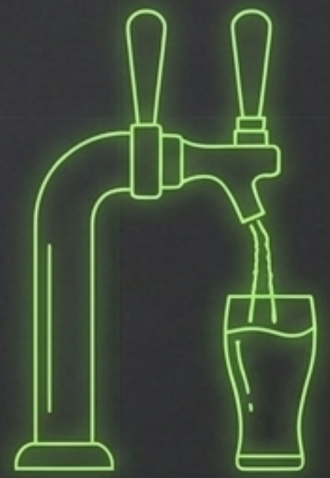
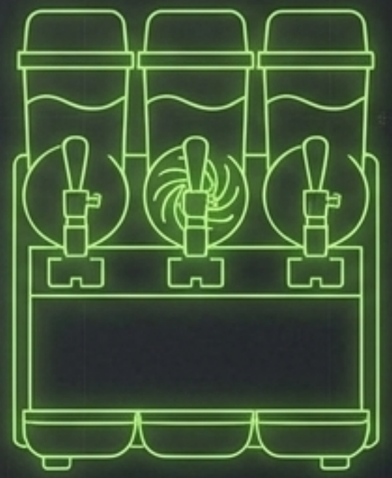
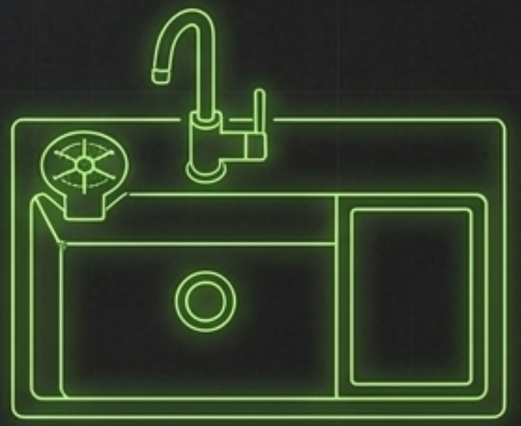


Primary Broadcast Visuals (Green Line):
2x 55-Inch Smart TVs mounted in landscape orientation along the upper North wall for brand reels and live challenge timers.

Digital Menu Boards (Yellow Lines):
2x 32-Inch Smart TVs mounted in vertical/portrait orientation flanking the back-bar sinks to display real-time pour-spec guides and tap-list indicators.

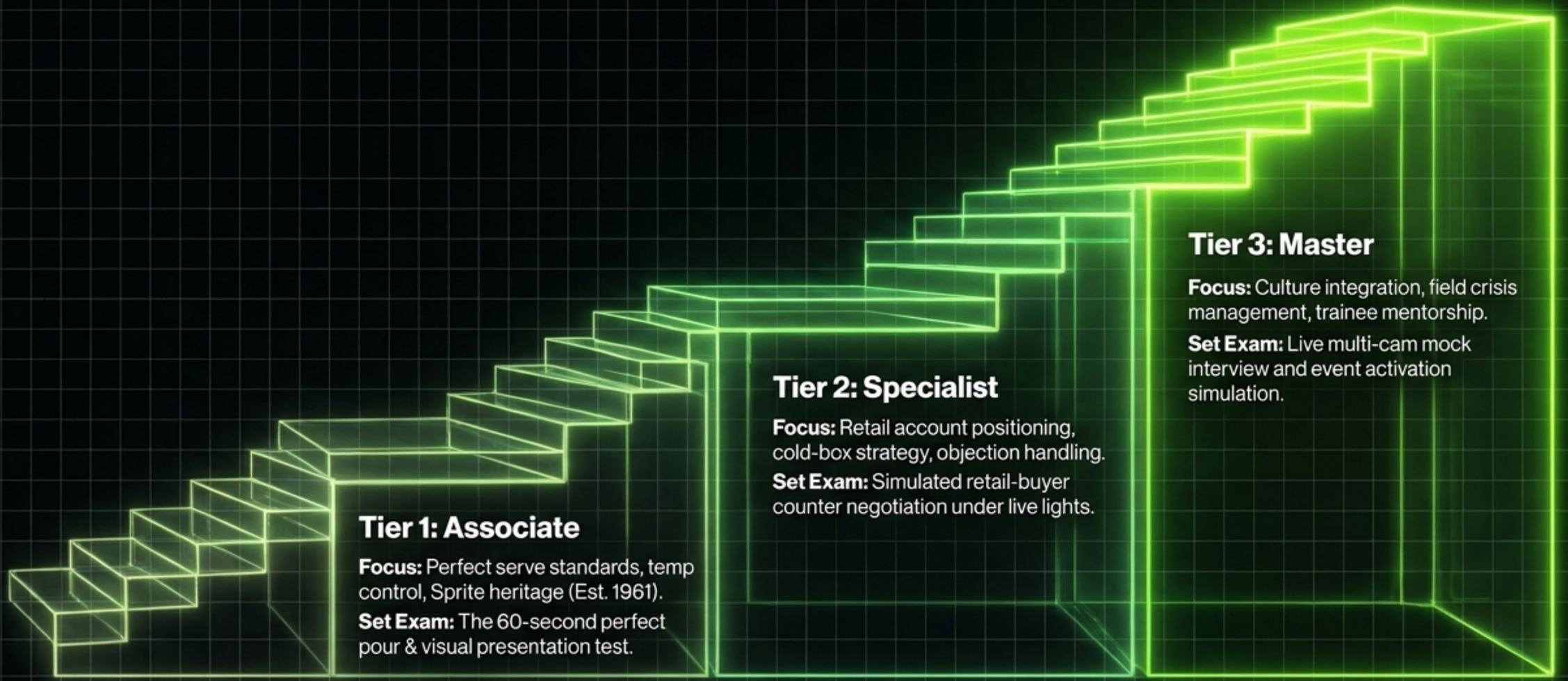
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Core Hardware & High-Volume Ecosystem

Draft & Carbonation	Frozen & Speed	Sanitation & Prep
		
2x Under-counter dual-tap mini kegerators centered on the back bar for live soda, RTD, and mocktail dispensing.	2x 3-Tank frozen drink makers (granita) and 2x countertop ice makers positioned along the wings for continuous, rapid-fire beverage drills.	2x 14” drop-in stainless bar sinks (far left/right ends), integrated glass rinsers, and insulated ice bins to maintain pristine matte-black surfaces on camera.

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The B.A.R. Masters Certification Framework



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Content Franchises: ‘Beyond the Bottle’



Behind the B.A.R.

Intimate, one-on-one interview format across the counter with cultural creators, distributors, and veteran reps.



Raising the B.A.R.

High-energy, rapid-fire product knowledge and recipe build speed challenges under real-world time limits.

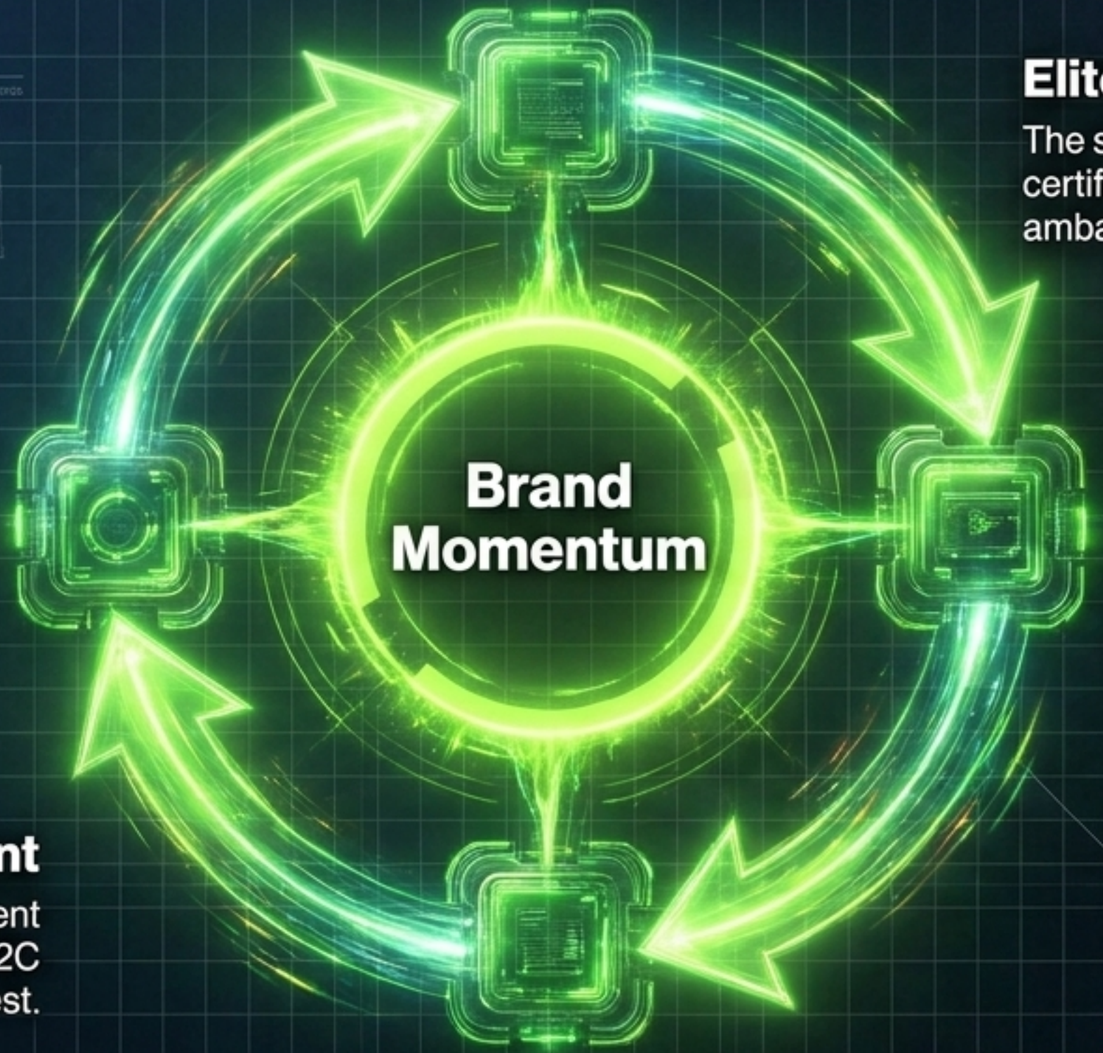


Passing the B.A.R.

The culminating evaluation segment broadcasting high-stakes retail pitch simulations from trainee ambassadors.

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Synthesis: The B.A.R. Commercial Flywheel



Elite Enablement

The studio physically trains and certifies top-tier brand ambassadors.

Authentic Production

Certified ambassadors generate dynamic, viral video content on set during their training and evaluations.

Market Engagement

"Beyond the Bottle" content drives massive B2B and B2C brand equity and retail interest.

Reinvestment

Surging brand momentum attracts elite creator talent and funds further studio utilization and curriculum expansion.

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Commercial Growth & Blueprint Scalability

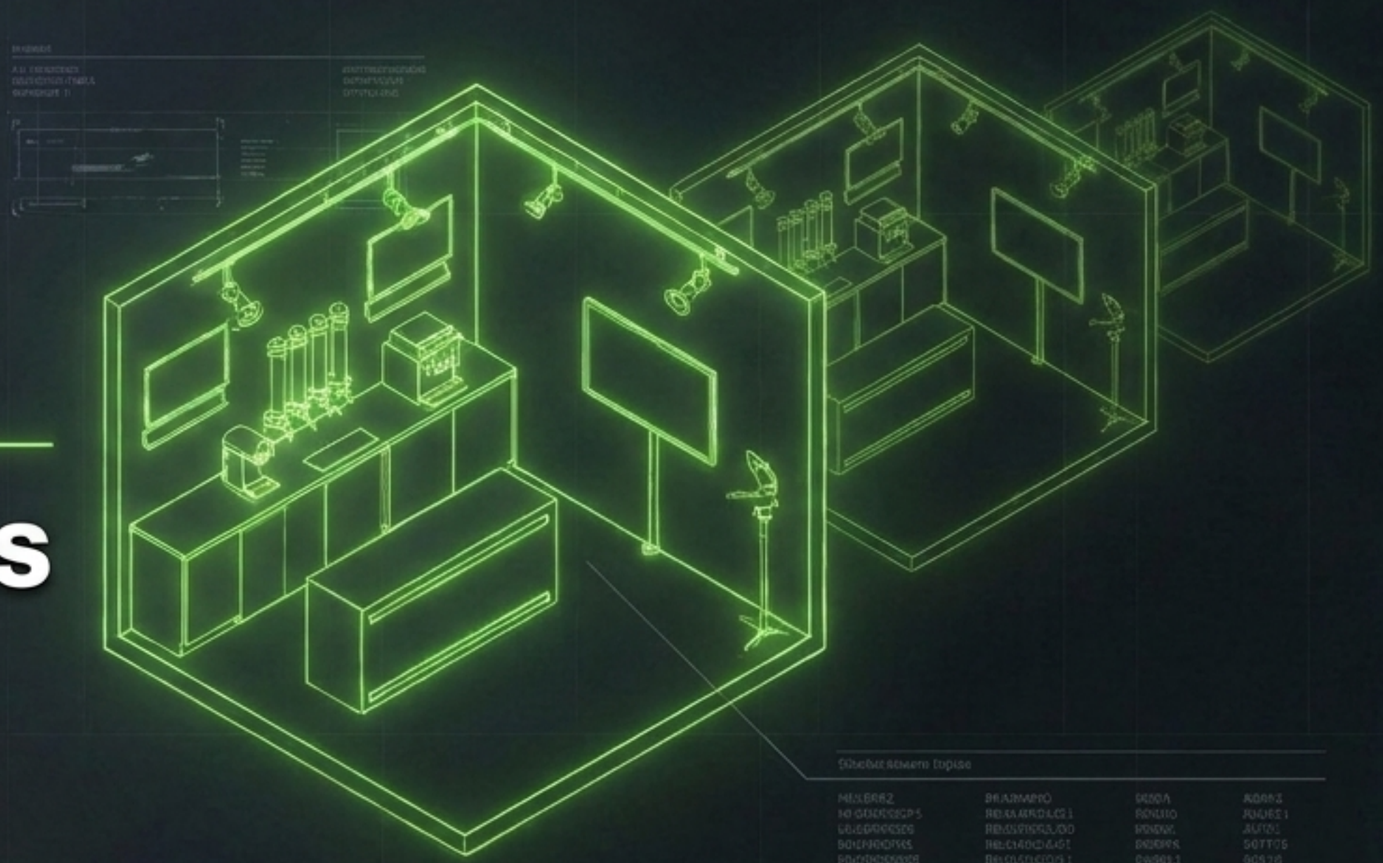
The B.A.R. Masters Micro-Studio is not a bespoke architectural anomaly. The 10’7” x 12’3” open-floor footprint is rigorously standardized, modular, and highly replicable.

Franchise Ready

Can be seamlessly dropped into regional distributor HQs or global corporate offices.

Pop-Up Activations

The exact spatial and hardware configuration translates perfectly into high-visibility VIP lounges at music festivals and cultural events.



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The Nexus of Culture and Mastery

A dedicated physical space where Sprite's 1961 heritage perfectly intersects with the future of creator culture and elite sales execution.

Join the inaugural studio build and scale the ultimate ambassador activation platform.

Investment & Partnership Initialization – 2026.

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