



# BARMACY

## DRINK CONCEPT DISCOVERY

BARMACY POP-UP IRMAO  
SUMMER 2025  
BY EMILY SHAW

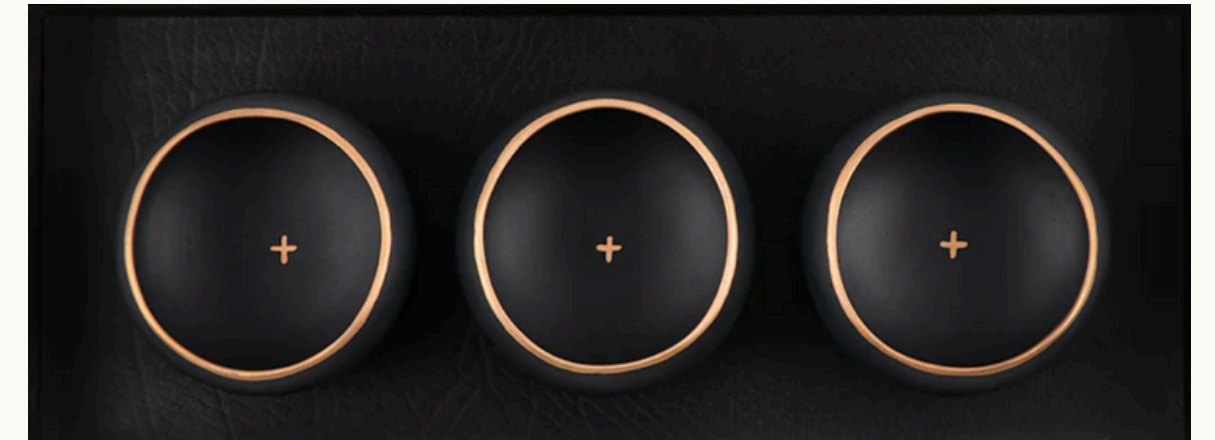
# DRINK EXPERIENCES

AREAS OF DEVELOPMENT  
BEYOND CUP, ICE, STRAW

# FLIGHTS | *it's a journey*

## CURATED SAMPLING EXPERIENCE

Flights are sensory storytelling  
Each one tells a story through taste.  
Each one invites a shift in state.



# BLOTTERS

## MICRO-INFUSED FLOWER ESSENCE TABS

Playing with psychedelic lore + vibrational medicine — aesthetic, ritualistic, fun, and *real*.

...it's a trip into flower intelligence.  
Subtle. Beautiful. Experiential.





# Jellies | HIGH DOSAGE

TAKE YOUR MEDICINE

Jellies are playful, with great mouthfeel and sensory impact.

Functional "shots" — changed in form — a nod to *alchemy*.

The medicinal ingredient options are ENORMOUS.  
Served as flights, singles, or sets.



# GRANITAS

## SUMMER SAYS GRANITA

Crushed double-osmosis ice — crystal molds. Refreshing, cooling, sensory.

Can play with each crystal's energetic imprint — *heart, joy, wisdom* — and match with functional syrup bases for full body-energy resonance.

Requires granita machine, hand shaver, ice crusher, silicone molds and *strong functional syrups*.



# FUNCTIONAL POPSICLES

TAKE ONE WITH YOU  
TAKE IT TO THE BEACH  
BRANDED - OR BRAND MESSAGING

Quick Serve- ready to sell.

Functional ingredients create unique, signature flavor offerings  
- *Post-Surf Pop: refreshing, hydrating, muscle repair.*



# DRINK CONCEPTS

CRAFTING FUNCTIONAL BEVERAGES



# ICE



PEOPLE LOVE ICE

IT IMPACTS THE VISCERAL EXPERIENCE OF A DRINK

EEVERY SIP CHANGES AS YOU DRINK. IT DILUTES.

ONE ROCK OR TWO? IT MATTERS

# DRINK CONTEXT

## Hydration

### **Functional Hydration**

Pre/Post-Activity

Sport Recovery

## Morning

### **Functional Energy**

Clarity & Focus

Satiation & Nourishment

## Daytime

### **Functional Wellbeing**

Family & Friends

Celebration

HYDRATION

# BOOSTED WATER

FREQUENCY CARRIER  
LIQUID LIFE



FOUNDATIONAL ETHOS  
THIS MOMENT



MIRON  
GLASS



Violetglass - Germany  
Biophotonic Protection  
Preservation Technology

RETAIL + SERVICE  
DOUBLE OSMOSIS

# THE WATER BAR | PRIMA MATERIA



Structured | Hexagonal water

Nano Gold | Nano Silver | Nano Copper

Ormus - *Orbitally Rearranged Monoatomic Elements*

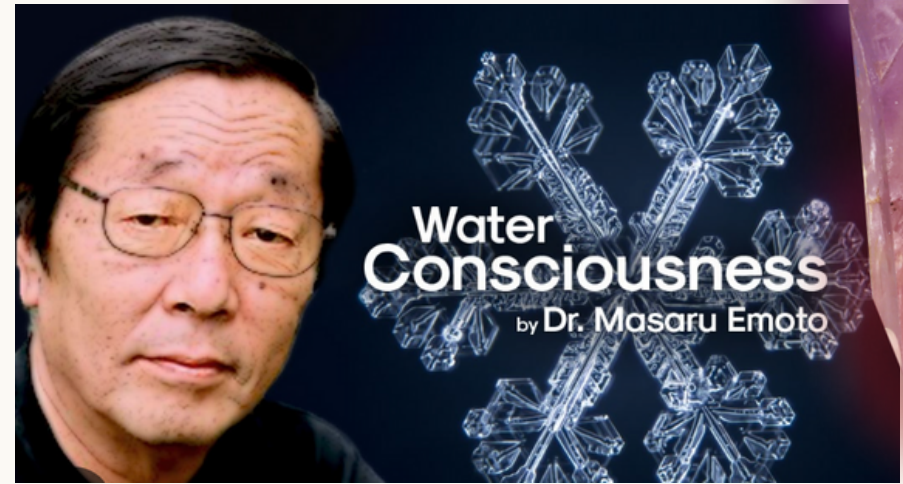
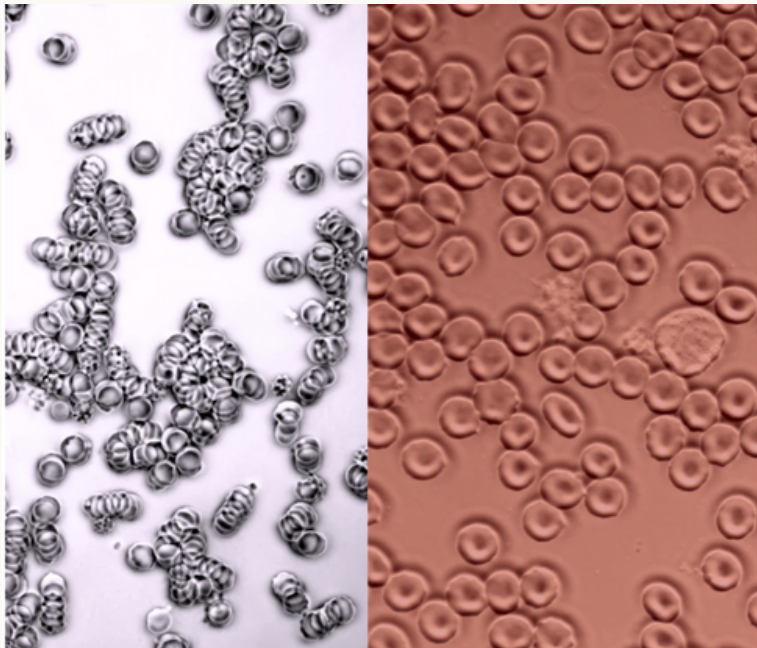
Seawater | Oceanic mineral matrix

Trace Minerals - Foundational electrolytes

Flower Essences

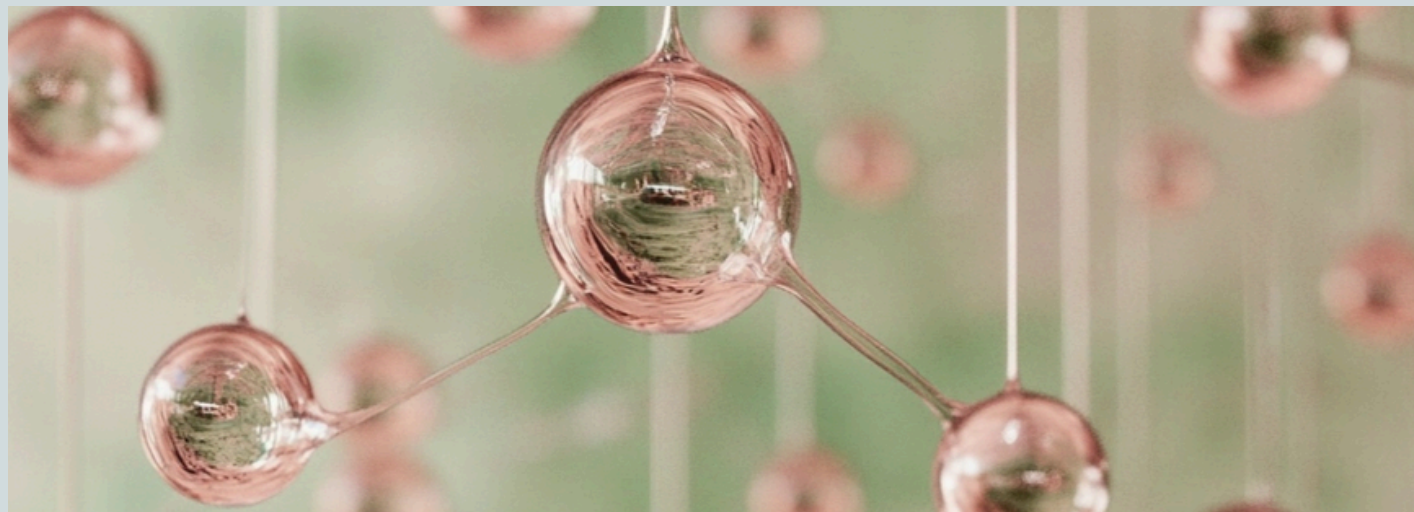
Crystals

Charging plates



# MOLECULAR HYDROGEN

**HYDROGEN - THE PRIMORDIAL MOLECULE**



SCIENCE MEETS CEREMONY



# MOLECULAR HYDROGEN

— A cult favorite in the world of *biohacking, functional medicine, and anti-aging* .

HYDROGEN- the smallest molecule in the universe, and when dissolved in water, it acts as a selective antioxidant with a powerful list of benefits.

## BIOACTIVE | CELLULAR

**LOOKS WOO-WOO — BUT IT'S BACKED BY OVER 1,000 STUDIES**

**FUNCTION | Neutralizes oxidative stress · Supports mitochondrial performance**

HYDRATION | Enhances cellular water uptake · Protects aquaporins

PRE-SURF | Primes cells for output · Buffers sun + exertion stress

POST-WORKOUT | Calms inflammation · Aids muscle recovery + repair

DETOX | Targets harmful free radicals · Eases detox load

# EXPERIENTIAL | CEREMONIAL

A PARTICIPATORY CEREMONIAL DRINKING EXPERIENCE.

## STEPS. 1, 2, 3 – DRINK!



MORNING

# IV DRIP COFFEE

The post party drip  
-in a frothy delicious  
coffee. -  
Fuel Your Comeback





# IV DRIP COFFEE

## Vibe

The GO-TO Barmacy coffee, loaded, delicious, functional.

## Messaging

*You can drink an intelligent stack of targeted recovery ingredients (post-depletion)- disguised as a decadent morning coffee.*

## Functional

**MCT, Green coffee extract, Milk Thistle Mylk, Coconut milk powder, Ginseng tincture, Tocotrienols.**

## Benefits

Revives energy, repairs cellular hydration, supports detox — all through beloved COFFEE.

## Service

Pre-mixed powders, pre-made milks, additional functional add-ins, whipped “cream” - ESPRESSO MACHINE, BLENDER

# OPTIONAL FORMULATION VARIATIONS

Morning Clarity +  
Brain + Liver Boost

1.



Performance / Functional  
Cell and Body Fuel

2





# SOMA

If banana flambé  
visited an Ayurvedic  
spa and prayed to  
your *ojas*- your  
tissues.



# THE LIVING LASSI



If a lassi deepened  
its knowledge of  
fermentation, kissed  
the sun, and bowed  
to your belly.

# CACAO – CEREMONIAL– CO–CREATE

**THE CEREMONY BEGINS WITH THE ORIGIN STORY  
AND THE SUPPLIER RELATIONSHIP**

- BUY BULK

MADHURA - The sweet taste  
The key to the heart gate.

FLIGHTS - Tasting notes  
Cacao service/ceremony for groups.



DAYTIME



# LIQUID LUNCH

Chilled 'soup' reimaged — as a drink

Messaging

*NOT ALL DRINKS NEED TO BE SWEET*

*NOT ALL MEALS NEED TO BE SOLID*



# AVOCADO GAZPACHO

## Benefits

Good Fats | satiety, brain fuel, skin glow  
Fiber | gut health, blood sugar balance  
Probiotic Potential | microbiome support  
Enzyme Preservation | Chilled, not cooked  
Cooling + Anti-Inflammatory  
Summer-appropriate



# WHITE GAZPACHO

Messaging

The Mediterannean diet *IS FUNCTIONAL FOOD*  
EVO is longevity food | God's plasma  
Every food for everybody | Sourdough



Room to grow category...

# FIRE MARY



Vibe

My classic *recovery drink*  
is now a life-force-stoking brunch ritual.

Function

## **FIRE CIDER**

Circulation - Digestive FIRE





# Fire Cider | BARMACY







# SOLAR SANGRIA

**Beauty Elixir**  
Better together



# Sweet ,Sour, Salty, *BITTERS*





# HERITAGE INSPIRO

HORCHATA  
- Mexican



EMOLIENTE  
- Peruvian



ROSE BANGH  
-Indian



# DAY DRINKING

Showcasing notable non alcoholic wines- a first for so many!  
An homage to the century old craftsmanship of wine making.







# ONE DISH \ SARING PLATE

salty \* crispy \* compliments

# DELIVERY

## Hydration

BOOSTED WATER  
MOLECULAR HYDROGEN

## Morning

IV DRIP COFFEE - 1  
IV DRIP COFFEE - 2  
SOMA  
THE LIVING LASSI

## Daytime

GAZPACHO -1  
GAZPACHO -2  
SOLAR SANGRIA  
FIRE MARY

# CHOOSE THE DELIVERY

Drink names included.

## OPTION 1

### MORNING VIBES FOCUS

BOOSTED WATER

MOLECULAR HYDROGEN

IV DRIP COFFEE – 1

IV DRIP COFFEE – 2

SOMA

THE LIVING LASSI

## OPTION 2

### DAY VIBES FOCUS

THE LIVING LASSI

LIQUID LUNCH – AVO GAZPACHO

LIQUID LUNCH – WHITE GAZPACHO

FIRE MARY

SOLAR SANGRIA

BOOSTED WATER

## OPTION 3

### VARIETY PACK

MOLECULAR HYDROGEN

IV DRIP COFFEE

SOMA

LIQUID LUNCH – ONE GAZPACHO

FIRE MARY

SOLAR SANGRIA





BARMACY

THE MODERN APOTHECARY