

# Checklist for Building Your RTD or FMB

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## What's Your Format?

- ☐ RTD Cocktail ☐ Seltzer

2

## What are Your Development Guardrails?

- ☐ Flavor-first ☐ Process-driven

3

## What's Your Alcohol Source?

- ☐ Sugar ☐ Gin  
☐ Malt ☐ Whiskey  
☐ Vodka ☐ Wine  
☐ Tequila ☐ Grain-Neutral Spirits  
☐ Rum

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## What's Your ABV Target?

- ☐ 4-7% (typical) ☐ 8-14% ☐ <4%

5

## What's Your Sweetener?

- ☐ Sugar ☐ Stevia  
☐ Juice ☐ Combination

6

## What's Your Preservation Method?

- ☐ Sodium Benzoate ☐ Pasteurization

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## How Much Carbonation?

- ☐ 3-5 g/L ☐ 8-9 g/L  
☐ 6-7 g/L (typical) ☐ 10 g/L

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## Which Flavor(s) to Add?

- ☐ **Berry** – raspberry, strawberry, blueberry, cranberry  
☐ **Citrus** – lemon, orange, lime, grapefruit  
☐ **Melon** – watermelon, honeydew  
☐ **Spice** – cinnamon, ginger, chai  
☐ **Sweet Brown** – vanilla, butterscotch, chocolate, coffee  
☐ **Tree Fruit** – peach, pear, cherry, apple  
☐ **Tropical** – mango, guava, passionfruit, coconut  
☐ **Blend** (check multiple)  
☐ **Fun** – root beer, cake, or candy

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