



SPEC OPS WATER

HYDRATION IS THE MISSION

Premium canned water built to honor and support Veterans and First Responders.

About the Brand

Spec Ops Water is a premium still water in 16 oz aluminum cans, built around strength, discipline, and mission. The brand is designed to stand out in a crowded category with a tactical identity that resonates with veterans, first responders, and anyone looking for something tougher and more meaningful than just a plastic bottle of water.

The Mission

To create a national water brand that gives back with every can sold supporting veterans, first responders, and their families through verified charitable partners.

Every can fuels the mission. Every mission makes an impact.

Traction & Momentum

- Available in 12+ retail locations across Southern California
- Featured on FOX 5 News after Veterans & First Responders Appreciation Day (Las Vegas)
- Sponsored Wodapalooza, Boots on Main, and other major events
- Invited to Darley Defense Range Day, SHOT Show, and MCON 2025

The Opportunity

We're seeking strategic partners and investors to help scale production, distribution, and marketing to meet national demand. We're building the next iconic American beverage brand, purpose-built, mission-driven, and backed by action.

The Team

Joe Parisi – Founder & CEO (First Responder, 22+ yrs business experience)

Dino McGraw – Co-Founder (Sales & Distribution)

Sonia Parisi – Veteran Advocate & Brand Ambassador

Eric Thornton – Logistics & Operations

Impact

- Partner: Special Operations Charity Network (SOCN)
- Donations made with every sale
- Transparent giving and verified results

Call to Action

Interested in investing or partnering? Let's talk.

Joe Parisi – Founder & CEO

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