

HANDCRAFTED & SMALL BATCH

AMERICAN

LIQUOR CO.



**WILLIAM
BRUMDER**



**MIKE
SLAPP**

To be honest, it was a natural act. As active consumers in the category, we both always wanted to launch a new vodka. It's just who we are. We looked for a unique approach that aligned with our own. As "Makers" across different industries, we looked for similarly minded partners. In 2019, Mainardo joined as a partner, now our chairman. Then Steve joined as our CEO. We then found our partner Chris, a skillful Master Blender who embodies everything we represent. Now, we are building a great team, with Cole in Detroit, Ben in Cleveland, and a host of "Makers" from across the Midwest. Mike Dolan, ex-CEO of Bacardi and now a maker across different industries, has now joined the team. Our team of makers have worked throughout the pandemic to make sure we were in market by Q4 2020, a much harder task than originally planned but also an opportunity to prove what the team can achieve together. The focus today is building a success story in Michigan, Ohio, and Wisconsin to fine-tune the model for an expansion towards new Midwest states later this year. Our makers team is not in a hurry, preferring to do things well, learning while growing, building relationships and delivering on promises. In the end, this is a marathon, and not a sprint. After all, Rome wasn't built in a day.

FROM OUR FOUNDERS

Welcome to the Renaissance,

Rich & Willy

MIKE & WILLY

CO-FOUNDERS · AMERICAN LIQUOR CO.

OUR MANAGEMENT TEAM



**STEVE
LUTTMANN**

CEO



**CHRIS
MONTANA**

MASTERBLENDER



**MAINARDO
DE NARDIS**

CHAIRMAN



**MARC
LEVIT**

ADVISOR



**JOHN
PHARR**

ADVISOR



**MIKE
DOLAN**

ADVISOR



**SHAUN
O'ROURKE**

ART DIRECTOR



**LYNN
HAVILAND**

COPYWRITER



**BEN
WEINBROER**

COMMERCIAL
STRATEGY DIRECTOR



**COLE
LEVY**

SALES DIRECTOR

BUSINESS SUMMARY



- **Vodka: the largest spirits category with high penetration, continued sustained growth, and generational shift relevance**
- **The world's first vodka made from Wheat, Rye, Potato, & Corn made in partnership with Distilleries across the Midwest**
- **Designed & Blended by Co-Founder Chris Montana, a US Craft Distilling Pioneer**
- **Led by Spirits Entrepreneur Steve Luttmann (CEO) and Business Leader Mainardo de Nardis (Chairman)**
- **Uniquely relevant “By Makers For Makers” branding concept**
- **Focus on lower cost, lower competition Midwest region to initially build brand**
- **Retail focus with heavy sampling and display presence supplemented with geo-targeted digital advertising; targeted on-premise pressure for awareness and buzz with increased focus post-COVID; national availability via DTC where legal**
- **Marketing content driven by authentic “Maker” partners & influencers**
- **Our goal: 60k 9L case sales by 2025 - 0.3% volume share of Midwest vodka market**



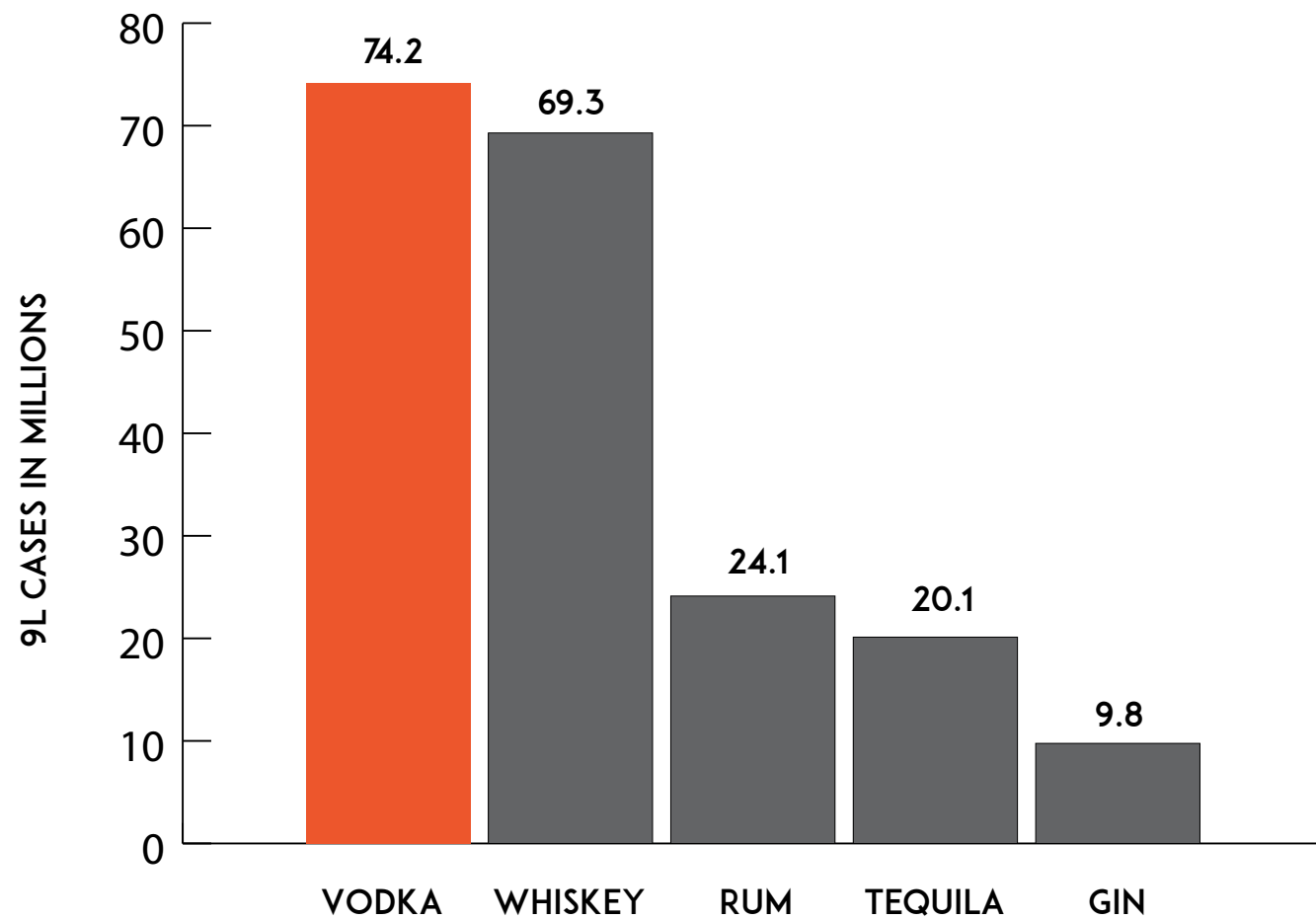
THE OPPORTUNITY

TO BE THE 'TITO'S' FROM THE MIDWEST

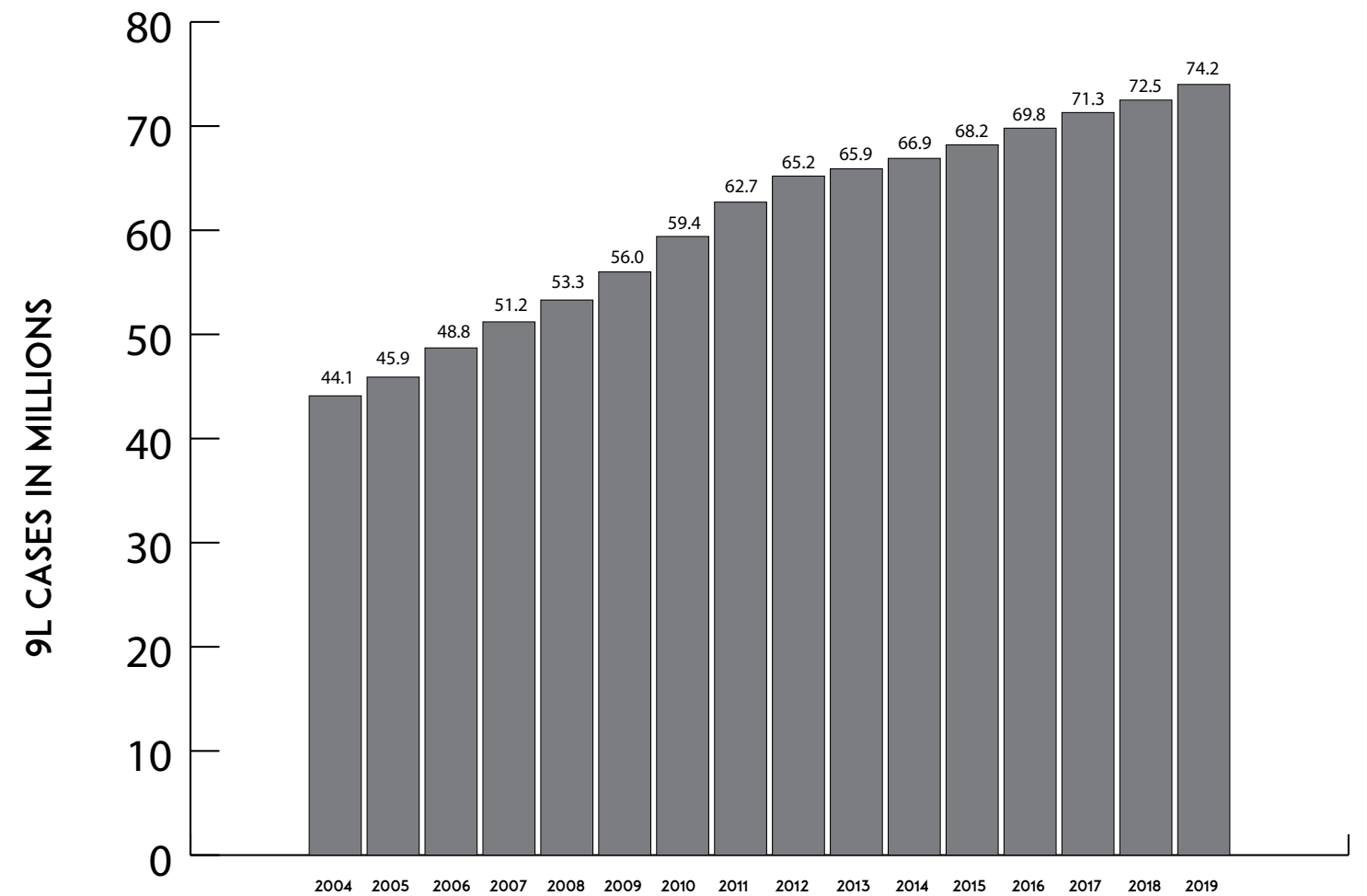
Our strategic intent is to be the Midwest's response to Tito's. Representing regional economic and cultural rejuvenation, our brand will be built by our consumers and makers within the Midwest. Our celebration of the Midwest's honest, authentic approach will be paradoxically refreshing to current and future generations who value cooperation over competition; craftsmanship over gamemanship; and choose genuine over bullshit.

VODKA: LARGE AND GROWING

2019 9L CASE SALES BY CATEGORY



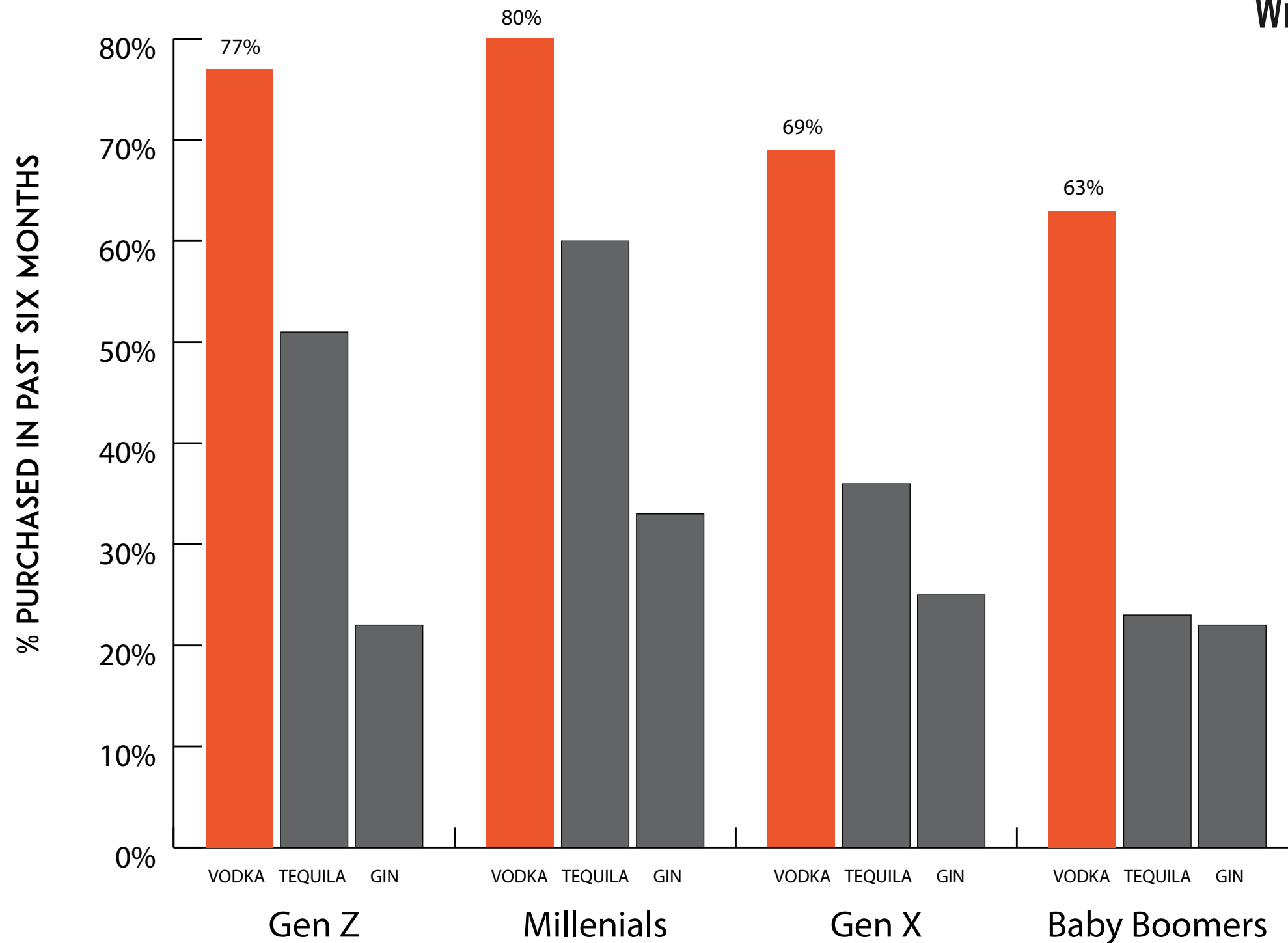
9L CASE SALES BY YEAR



US MARKET

Source: DISCUS & Impact Database / US Market

VODKA IS HIGHLY RELEVANT TO ALL GENERATIONS



Within White Spirits, Vodka has significantly higher penetration than Tequila and Gin

- 77% of LDA Gen Z'ers (born before 2012) purchase vodka every 6 mos
- 80% of Millenials (born before 1996) purchase vodka every 6 mos
- 69% of Gen X'ers (born before 1980) purchase vodka every 6 mos
- 63% of Baby Boomers (born before 1965) purchase vodka every 6 mos

Source: Mintel; 767 internet users aged 22+ who drink white spirits



The European Luxury Imports were the iconic vodkas of the “Last Generation” - namely Baby Boomers & Gen X'ers . These brands are not relevant for the current and next generation - Millennials & Gen Z'ers - and are experiencing consistent year-on-year declines in sales and market share.

TITO'S APPROACH: ESTABLISH LOCALLY, EXPAND NATIONALLY



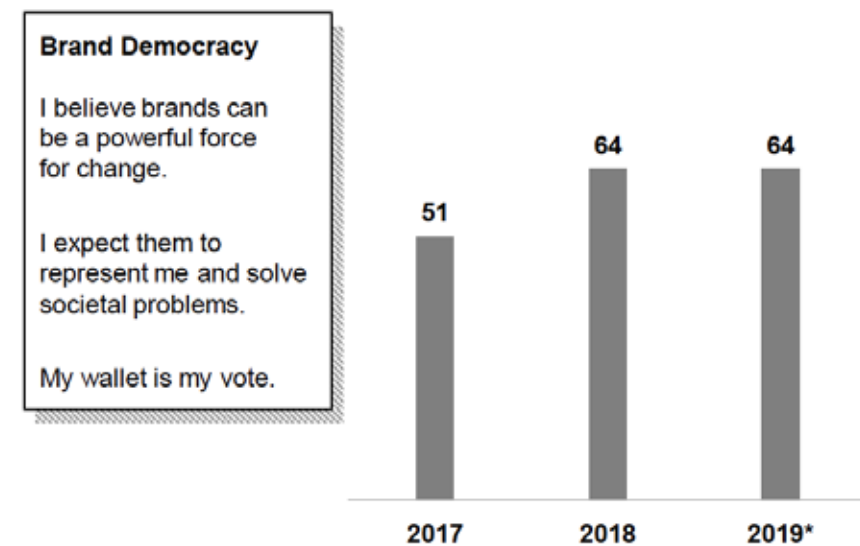
- Founded in 1997, Tito's is now the largest US spirits brand, surpassing Smirnoff in 2019
- Initially focusing in the Texas region, Tito's built a loyal consumer base before expanding throughout the USA.
- Despite COVID, Tito's is growing at +20% in 2020 via at-home consumption
- We look to follow the Tito's approach, establishing our brand in the Midwest and then expanding nationally

Source: IWSR / Impact Database

THE NEXT VODKA OPPORTUNITY

BUYING ON BELIEF BECOMES THE NEW NORMAL

Percent who choose, switch, avoid or boycott a brand based on its stand on societal issues



Source: 2020 Edelman Trust Barometer
Special Report Brand Trust

- We see Vodka as a Generational Shift Opportunity, otherwise known as the 7-Year (Sw)itch
- The insight is simple: the next generation doesn't want to drink what previous generations drink
- The last generation was motivated by the European Luxury Imports - Grey Goose, Absolut, Ciroc - brands from another time and place that are not relevant to the new generation
- The current generation drinks Tito's and other 'more authentic' domestic 'craft' vodka brands
- The next generation of vodka drinkers will be looking for more meaning / more of a force for good / more 'from here' - less contrived / less BS / less 'from there.' It's less about luxury, and more about quality. They reject brands that are not aligned with their values.

Freiburg
DB 0465 BW



HANDCRAFTED & SMALL BATCH

BY MAKERS

FOR MAKERS

Our vodka comes from the Midwest Makers Cooperative led by our Master Blender. This family of distilleries from Illinois to Idaho makes small batch vodka from locally grown Winter Wheat, Light Rye, Rio Grande Potato, and White Corn. From seed to swig we celebrate the Midwest tradition of quality and craftsmanship.

WHEAT · RYE · POTATO · CORN

BRAND CONCEPT

WHEAT

RYE



HANDCRAFTED & SMALL BATCH

AMERICAN

LIQUOR CO.

WHEAT • RYE

VODKA

POTATO • CORN

POTATO

CORN

WE SOURCE OUR VODKAS FROM THE TOP CRAFT DISTILLERIES IN THE MIDWEST. THE WORLD'S FIRST VODKA MADE FROM WHEAT, RYE, POTATO & CORN. BLENDED BY CHRIS MONTANA IN TEMPERANCE, MICHIGAN.



THE MAKERS

0001
BATCH NO.

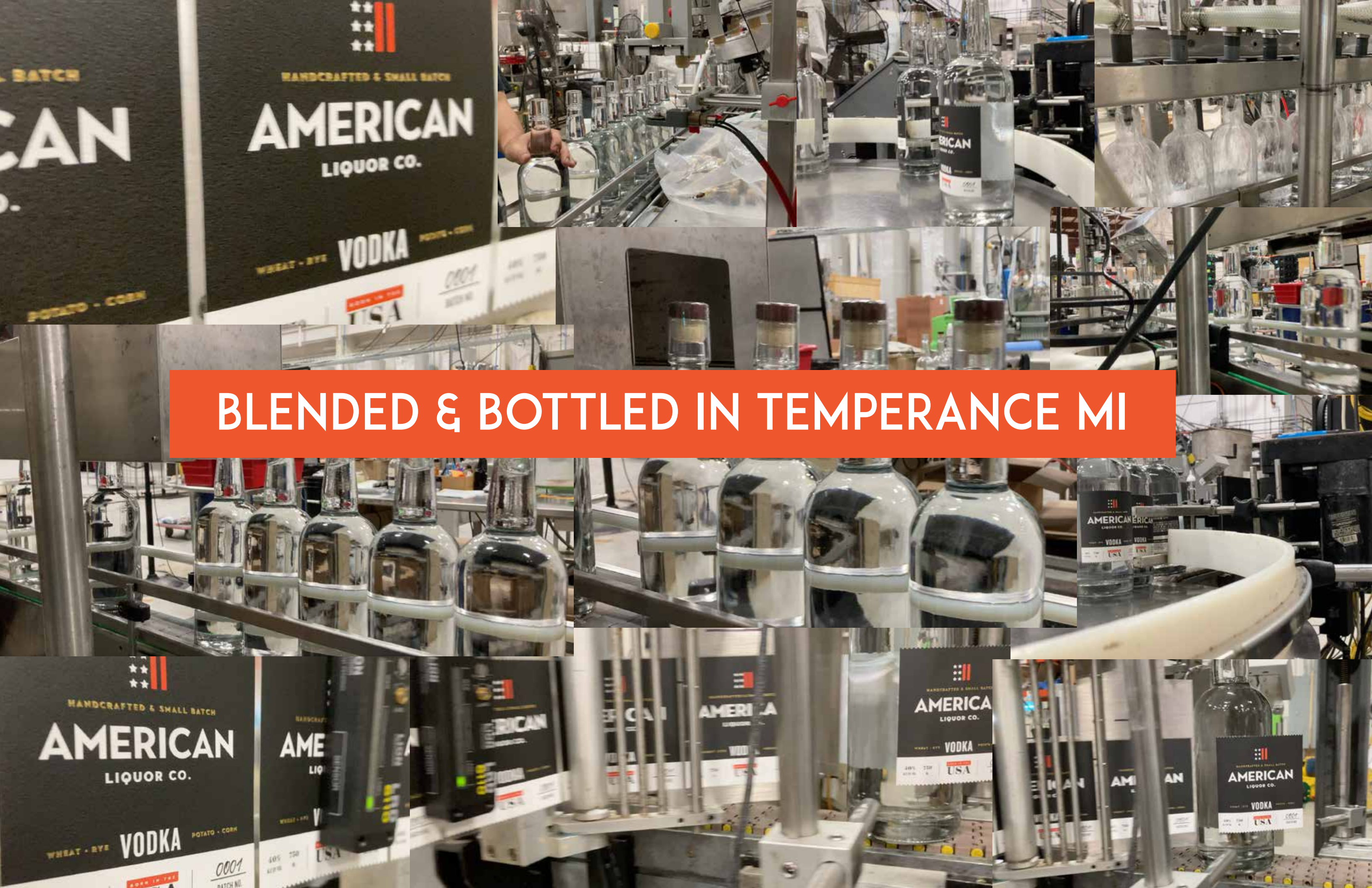


MEET OUR MAKER & MASTERBLENDER



Co-Founder Chris Montana is our Master Blender & the main spokesperson of our brand. He works with the various Midwest distilleries to procure the best vodkas, which he then blends for optimal sensorial results. As the founder of the first black-owned distillery in 2013, Chris is a legend in the craft spirits industry.





BLENDED & BOTTLED IN TEMPERANCE MI

AMERICAN LIQUOR CO.
HANDCRAFTED & SMALL BATCH
WHEAT - RYE VODKA
POTATO - CORN
MADE IN THE USA

AMERICAN LIQUOR CO.
HANDCRAFTED & SMALL BATCH
WHEAT - RYE VODKA
POTATO - CORN
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AMERICAN LIQUOR CO.
HANDCRAFTED & SMALL BATCH
WHEAT - RYE VODKA
POTATO - CORN
MADE IN THE USA



CREATED BY MAKERS FOR MAKERS

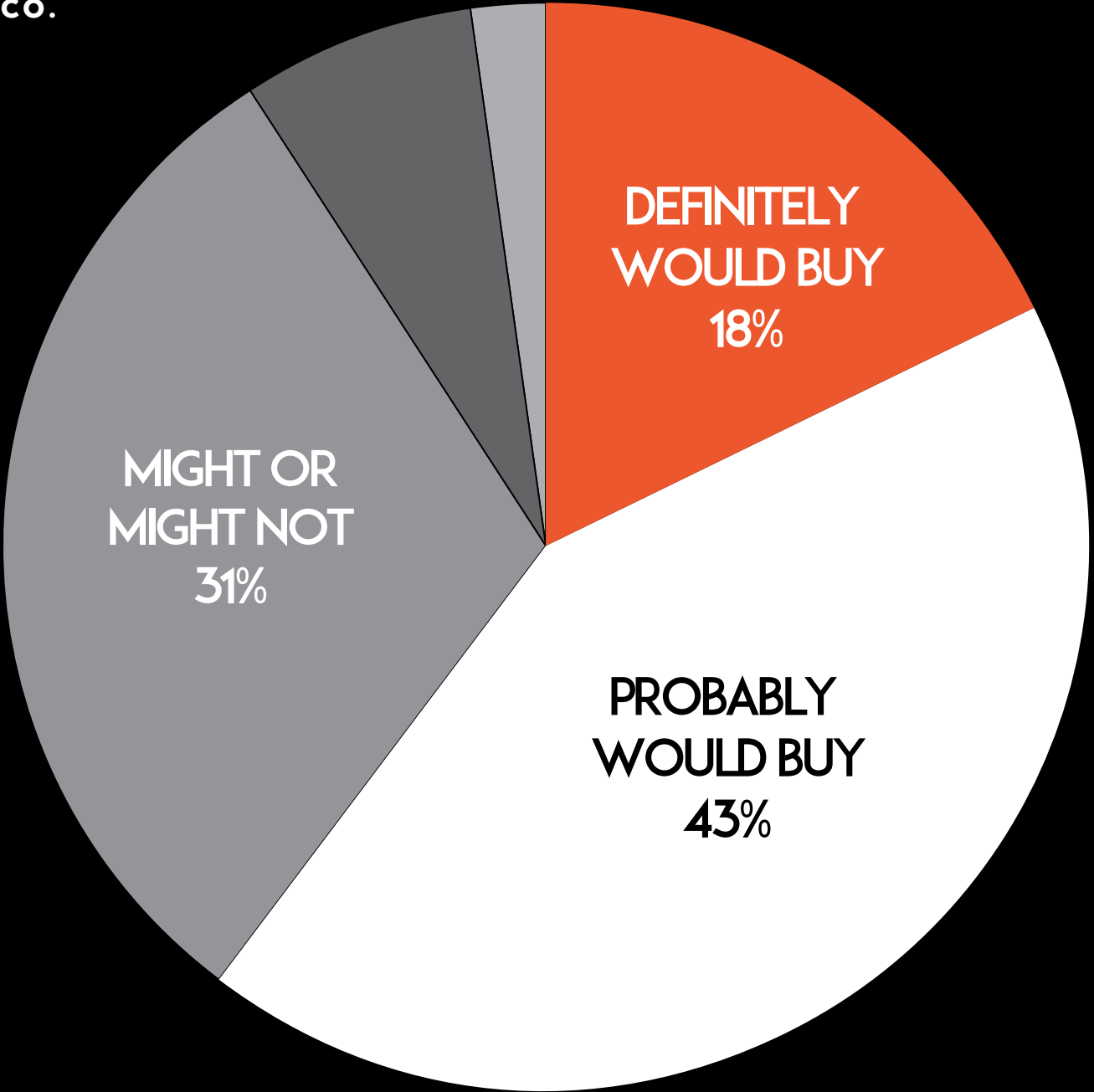
Our core marketing target is “makers.” They are independent thinkers and doers, artisans, inventors, builders, culinarians, connoisseurs. They have a clear aesthetic that is natural, classless, utilitarian, and chic, and they feel that they are a part of a cultural movement to revive the ethos of quality and craftsmanship in the Midwest. These are the makers and doers who want to make something out of nothing. They are all about integrity and authenticity - they’re looking for something better, whether they make it themselves, or what they consume. These folks are fed-up with the way things are, they want to carve a path forward that’s true to their values, beliefs, and aesthetic.



CONSUMER RESEARCH: VERY HIGH PURCHASE INTEREST



QUESTION: HOW LIKELY WOULD YOU BE TO PURCHASE AMERICAN LIQUOR COMPANY VODKA?



WHEN ASKED ABOUT THEIR LIKELIHOOD TO PURCHASE THE BRAND, 61% OF CONSUMERS HAD A POSITIVE INCLINATION TO PURCHASE THE BRAND. 18% OF CONSUMERS RESPONDED THAT THEY DEFINITELY WOULD BUY THE BRAND, AND 43% RESPONDED THAT THEY PROBABLY WOULD BUY THE BRAND. +15% ABOVE CPG CONCEPT TEST BENCHMARKS FOR TOP TWO BOX PURCHASE INTENT SCORE.

61% TOP TWO BOX PURCHASE INTENT

SOURCE: QUANTITATIVE RESEARCH AMONGST 295 VODKA DRINKERS IN THE MIDWEST

GO-TO-MARKET STRATEGY



- Focus: Midwest Markets
- Pricing: \$19.99 - \$23.99
- Distribution via Top Distributor Partners
- Sales Coverage with Brand Ambassador pressure on Key Accounts
- Heavy retail presence with demos, displays, & visibility
- Targeted on-premise with menu placements & visibility
- Strong digital advertising campaign with store geo-targeting
- Relevant Content & Creative Storytelling behind our unique “By Makers For Makers” concept

FREE SHIPPING WITH PURCHASE OF THREE BOTTLES

VODKA COCKTAIL RECIPES TRADE FIND US



WELCOME TO THE
RENAISSANCE



\$23.99

750ML / 40% ALC BY VOL

40% 750
ALC BY VOL ML

MADE IN THE
USA

0001
BATCH NO.

ADD TO CART

FIND OUT MORE

DIRECT TO CONSUMER

BUY NOW

AMERICAN VODKA WILL BE OFFERED FOR DIRECT SHIPMENT TO CONSUMERS IN OVER 40 STATES DIRECTLY WITH A LINK FROM OUR WEBSITE. IN ADDITION, WE WILL PARTNER WITH LOCAL DELIVERY PARTNERS SUCH AS DRIZZLY AND INSTACART ONCE WE EXPAND TO OPEN STATE MARKETS, SUCH AS WISCONSIN AND ILLINOIS.

INITIAL ROLL-OUT

AMERICAN VODKA IS CURRENTLY IN OVER 850 STORES IN MICHIGAN AND OHIO, PRICED BETWEEN \$19.99 AND \$22.99 AIMING TO BE PLACED NEXT TO TITO'S IN THE VODKA SECTION.



4-CROP VODKA BLEND

WHEAT



CORN

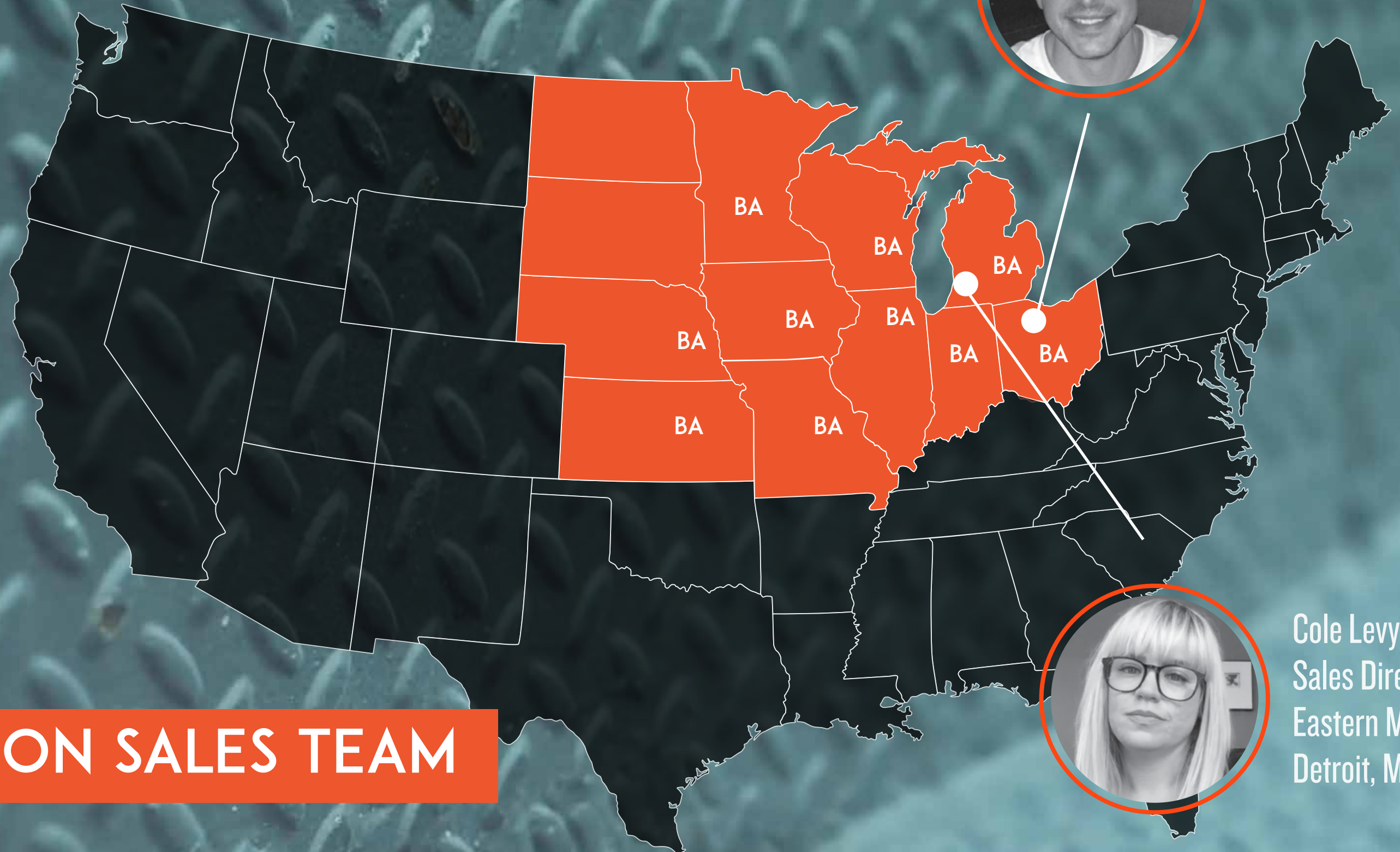
POTATO

RYE



12-Person Sales Team - our Sales Team will consist of 10 Brand Ambassadors, a Sales Director, and a Director of Commercial Strategy

Ben Weinbroer
Commercial Strategy
Director
Cleveland, OH



Cole Levy
Sales Director
Eastern Midwest
Detroit, MI



12-PERSON SALES TEAM

FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

What's different about American Liquor Co. from other vodkas?

- The first and only vodka made from the four classic vodka ingredients: wheat, rye, potato, and corn
- Master Blender credibility
- Relevance to today's consumers: Authenticity; Clean ingredients and design; Value alignment
- Local appeal in a mass-market product
- Quality vs price point

Why use all four classic vodka ingredients?

These are the crops the Midwest is known for. We blend them together to create something totally unique. It's hard to do, which is why it hasn't been done before.

FREQUENTLY ASKED QUESTIONS

Why the Midwest?

Because the Midwest has always been about quality and craftsmanship, building a reputation on making things that last. We champion that ethos by supporting the growing movement of entrepreneurs keeping that tradition alive. Once we firmly build the brand with these values in the Midwest, we will be in a strong position for national expansion.

How is American Liquor Co. Vodka made?

We use locally grown Winter Wheat, Light Rye, Rio Grande Potato, and White Corn. Each is distilled by a top Midwest craft distiller from a high-quality distillery in the region. It's then blended together by our co-founder and Master Blender, Chris Montana in Temperance MI.

FREQUENTLY ASKED QUESTIONS

What are American Vodka's Tasting Notes?

Nose: neutral, vegetal sweet

Palate: Grainy & dry on the front. Becomes quite full bodied with a grapey undertone. Spicy. Medium finish with some complexity.

Appearance: colorless

What Trademarks does the Company own?

The company has the trademark for American Liquor Company, namely in USPTO IC Class 33 alcoholic beverages except beer (serial # 87367676), and Born in the USA, also in IC Class 33 (serial # 5638764).

FREQUENTLY ASKED QUESTIONS

Who is Michael Slapp?



Mike Slapp is a co-founder of American Liquor Co. He is also the founder of SIMEC Energy, LLC, a pioneer in residential energy aggregation, now in its tenth year of operations. After years in finance as a trader with Credit Suisse and Barclays Capital Credit, and then since 2008, on his own, Slapp wanted to create something tangible. He and his good friend, William often spoke about launching their own spirit. They wanted to create a vodka that was relevant and real, seeing an opportunity in offering consumers an alternative to the of outdated luxury and status brands. Slapp believes that without quality there is no value, and that philosophy is at the core of what this brand is all about. He and Brumder have assembled an enviable team of category pros, and together, they have brought the vision to life and the shelf. Slapp lives in New York City and is a graduate of Cornell University.

FREQUENTLY ASKED QUESTIONS

Who is William Brumder?

William Brumder is a co-founder of American Liquor Co. He is a successful venture investor with a proven track record creating consumer brands. Brumder began his career in the CPG category working in the confectionary space with Momints, and now backs several beverage start-ups including coconut waters, ice teas, craft beers as well as various non-beverage products. He was also an early investor in the cryptocurrency/blockchain space. In 2018, together with his good friend, Mike Slapp, Brumder decided to launch a spirit, something he and Slapp had been discussing for a long time. Brumder had been developing investment strategies and evaluating opportunities in the CPG space throughout his career and thought the time was right. Although the pandemic brought unforeseen challenges, Brumder has no regrets. He is a graduate of Georgetown University.



FREQUENTLY ASKED QUESTIONS

Who is Chris Montana?

Chris Montana co-founded American Liquor Co Vodka and leads the team as the Master Blender. He is also the founder and owner of Du Nord Craft Spirits, the first black owned distillery in the United States. Du Nord produces and wholesales more than a dozen award-winning spirits including the Best in Class L'Etoile du Nord Vodka. Recognized as one of the top distillers in the country, Montana has served as President of The American Craft Spirits Association (ACSA) in Washington, DC since 2018. The ACSA is the only registered national non-profit trade group representing the U.S. craft spirits industry. Prior to opening Du Nord, Montana practiced law at Fredrikson & Byron. To fight the spread of COVID in the past year, Montana has overseen the manufacturing and wholesaling of sanitizer products around the world, supplying hospitals, government, and private corporations.



FREQUENTLY ASKED QUESTIONS

Who is Steve Luttmann?

Steve Luttmann is the CEO of American Liquor Co. He is a highly sought after expert in the spirits industry consulting for numerous start-ups as well as Bacardi, Davos Brands, and others. Luttmann was the founder and CEO of Leblon Cachaça,



the leading super premium Cachaça in the US with a presence in more than 40 countries, and Hercules Mulligan Rum & Rye, an 86 proof craft cocktail inspired by its namesake and recipes from the revolutionary era. Leblon was acquired by Bacardi Ltd in 2015. Luttmann's influence in spirits began in 2003 when he joined Schieffelin & Somerset, a Diageo & LVMH joint venture, as Senior VP Marketing. He continued with LVMH Moët Hennessy after the joint venture split. His marketing career began at Unilever, working in Europe, the US, and Brazil on iconic brands including

Lipton Iced Tea, Ben & Jerry's, Bertolli, CICA/Knorr, and Ragu. Luttmann has an MBA from New York University, and a BS in Finance, with honors in Economics, from Pennsylvania State University.

FREQUENTLY ASKED QUESTIONS

Who is Mainardo de Nardis?

Mainardo de Nardis is the Chairman of American Liquor Co. He brings a unique perspective on brand building, precision marketing and business performance from a career working with leading brands across all sectors at the global and



national level. When de Nardis left Omnicom Media Group at the end of 2018 as Executive Vice-Chairman, his list of accomplishments at the helm of the premier global media communications group were unmatched. These included his role as Global CEO at OMD Worldwide, the largest and most awarded agency in the world, with 12,000+ talented professionals operating in 100+ countries. de Nardis is now an active investor, senior advisor and board director. He has invested in new-generation businesses in the wine and spirits categories and is actively involved with fast-growing enterprises leading the data-induced transformation of the media, marketing, and communications industries. Over the years, he has been part of many private and publicly

listed companies across four continents, and participated in several advisory councils including Twitter, the IAB and, for ten years, the Ad Council. He has also been in the wine and spirits business all his life as part of a family business. In his spare time, he chairs the co-op board where he lives in NYC, with his wife Nicola, and is an avid reader and traveler.

FREQUENTLY ASKED QUESTIONS

Who is Mike Dolan?



Mike Dolan is an advisor to American Liquor Co. with an exceptional roster of global performance across industries. He joined the board at Bacardi in 2009 and was named CEO in 2014. Under his leadership, Bacardi increased operational efficiencies, reduced costs, and re-invested in its iconic portfolio of brands. Before joining Bacardi, Dolan was the Chairman and CEO of IMG, a global leader in sports, fashion, and media. In 2004 he served as Executive Vice President and Chief Financial Officer of Viacom, Inc. and prior to that was Chairman and CEO of Young & Rubicam, the global marketing services company that is now part of WPP, the world's largest communications services group. Dolan's most recent venture is founder and lead investor for Mijenta, a new tequila brand.

FREQUENTLY ASKED QUESTIONS

Who is Marc Levit?



Marc is the founder of ForecastEasy, a strategic and financial forecasting software tool built specifically for high-growth Consumer brands and the entrepreneurs behind them. Prior to founding ForecastEasy, Marc spent over a decade at Demeter Group Investment Bank, advising on >\$1.3 billion in Consumer M&A transactions, with a focus on luxury Wine and Spirits brands. While at Demeter Group, Marc was part of the founding team that launched Bertoux Premium California Brandy. Marc's career started in the Consumer & Retail investment banking group at Bank of America Merrill Lynch in New York. Marc is a graduate of Vanderbilt University.

FREQUENTLY ASKED QUESTIONS

Who is John Pharr?

John Pharr is an advisor to American Liquor Co. He is an experienced leader who specializes in building and scaling businesses, from early stage to exit.



Currently, John is the Head of Finance at MIRROR, a leader in the fitness technology industry. While at MIRROR, John led the company from product launch to over \$170 million in Net Revenue in less than 2.5 years, when the company was acquired by Lululemon. Prior to MIRROR, John was the Head of Finance at Quovo, a Fintech data company, where he led the company from early stage through successful exit. John's career began on a trading desk before transitioning to consulting, where he worked with companies such as Allergen, Sony Electronics and TIAA CREF. John earned his BA from New York University and his MBA from Fordham's Gabelli School of Business.

FREQUENTLY ASKED QUESTIONS

Who is Ben Weinbroer?

Ben Weinbroer is the Director of Commercial Strategy at American Liquor Co. He is adept at navigating the complexities and challenges of the distilled spirits industry.



For almost 20 years, Weinbroer has held a range of senior executive management roles with multi-national, publicly-traded suppliers and manufacturers as well as start-up, VC / PE-backed brand ventures.

His contributions have led to the success of brands such as Whistelpig Whiskey, Leblon, Parce, Tequila Avion, Campari, and Rabbit Hole. He recently founded Steelyard Capital, a multi-strat, global, macro hedge fund that provides consulting and advisory board services to companies in the CPG and beverage alcohol spaces.

FREQUENTLY ASKED QUESTIONS

Who is Cole Levy?



Cole Levy is the Director of Sales for American Liquor Co. She is an experienced Regional Sales Manager in the wine and spirits industry with a relationship-focused, results driven approach. Before joining the American Liquor Co team, she helped grow the Copper & Kings and Detroit City Distillery brands. Levy consistently demonstrates skill and smarts across job titles including Event Planning, Customer Service, Sales, Leadership, Brand Marketing, and Event Management.

FREQUENTLY ASKED QUESTIONS



Who is the Marketing Team?

We know we have a great product. We also know that means nothing without the vision and talent to build a stand-out brand and get consumers engaged. Each member of our marketing team was selected for their expertise, proven achievements, enthusiasm, and cross-fit flexibility. At the leading edge of their craft, we have Shaun O'Rourke, Graphic Artist/Designer and Art Director; Lynn Haviland, brand strategist, copywriter, and naming specialist; Kerry Perse, content, social media and influencer marketing executive; Amir Eldar, integrated marketing executive across digital media; Amanda Au strategic and tactical social marketing expert; Max Cowan, SEO specialist; and Michael Lloyd, social media manager and videographer. Led by CEO Steve Luttmann, they are a nimble, collaborative team with more than 150 years of collective experience.

FREQUENTLY ASKED QUESTIONS

What is the Company's Digital Media Strategy?

Our digital media strategy is to create advocacy with our MVP consumers in local Midwest markets by dramatizing our unique positioning with storytelling, influencer partnerships, and paid advertising. Organically, we use our social media channels to tell our story daily, and our website is continually updated with news. We have a bi-weekly newsletter that communicates with our subscribers, inviting consumers to try a new cocktail, join a “Meet Our Maker” zoom session with Chris Montana, or learn about our “Maker of the Month.” We have a significant Bartender Program, where top bartenders in local markets post a creative cocktail using our vodka. For advertising, our digital campaign focuses on brand awareness, engagement, and conversion. Our current campaign reaches 50% of A21+ population 6-8 times with branded storytelling videos in Detroit, Grand Rapids, Cincinnati, Cleveland, and Columbus, focusing on Social Media (Facebook / Instagram), Search (Google), Video (YouTube), and Display (StackAdapt/GroundTruth).

OUR DIGITAL MEDIA STRATEGY IS TO CREATE ADVOCACY WITH OUR MVP CONSUMERS IN LOCAL MIDWEST MARKETS BY DRAMATIZING OUR UNIQUE POSITIONING WITH STORYTELLING, INFLUENCER PARTNERSHIPS, AND PAID ADVERTISING

CONTENT

BRAND NEWS & ALERTS
BRAND ADS & VIDEOS
MAKERS VIDEOS
BARTENDER RECIPE VIDEOS
BRAND NEWSLETTER
CHRIS MONTANA SEMINARS

MEDIA

WEBSITE (CLICK HERE)
SEARCH ENGINE OPTIMIZATION
EMAIL CAMPAIGN
SOCIAL MEDIA POSTS & ADVTG
SEARCH & DISPLAY ADVERTISING





HANDCRAFTED & SMALL BATCH

AMERICAN

LIQUOR CO.