

Oak and Grist Pitch Deck

**OAK<sup>and</sup> GRIST**

*where does  
your spirit  
lead you?*



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# UNDERSTANDING YOUR CHOICES

## Quality

people seeking craft want it to taste good

## Brand Values

consumers want to align with the brands they  
choose to support

## False Advertising and Misleading Statements

recent information has called into question the authenticity  
of certain brands

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# SPIRITS THAT REWARD THE CURIOUS AND EXCITE THE CONNOISSEUR



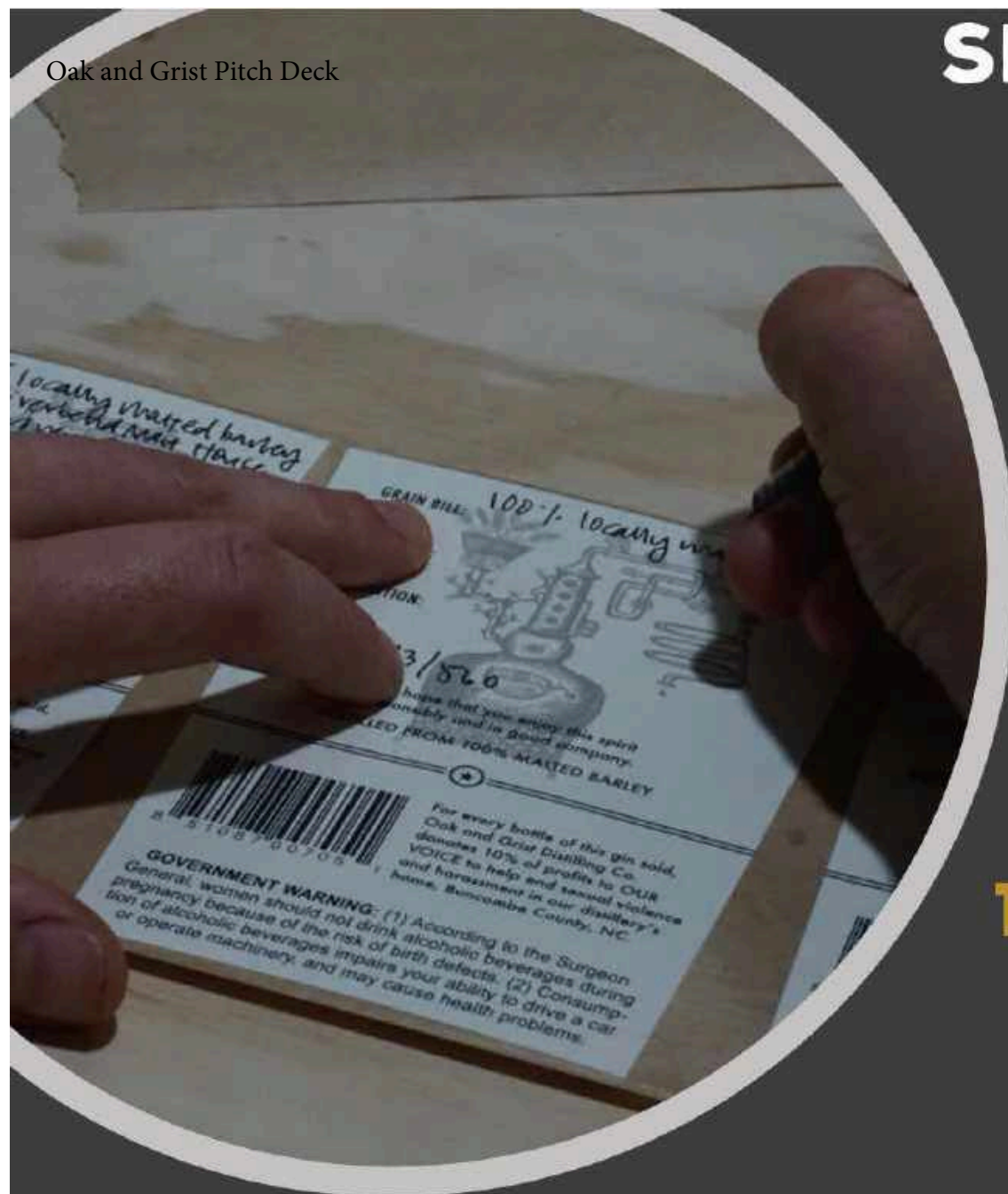
**Quality**

patience and experience

**100% Grain-to Glass**  
commitment to authenticity

**Transparency**  
raising the bar

**Community Based**  
direct ties





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# **PREMIUM GRAIN - TO - GLASS SPIRITS**

**Small Batch Production**

**2,160 PG**  
production 2019

**1,060 PG Sold**  
by June 2021

**1,699 PG**  
in Storage

**Retail Price Points:**  
Genever-style Gin: \$33.95  
Single-malt Whiskey: \$79.95  
ultra-premium category





# FOSTERING A STRONGER CONNECTION BETWEEN PRODUCER, CONSUMER, AND PLACE

**Quality Over Quantity**

**Niche Products within  
Established Categories**

**Transparency  
Surrounding Production  
Methods**

**Higher Classification Standards  
than National Guidelines**







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# COMPETITION

## **Macro**

3,053\* distilleries

*Tito's Handmade Vodka, Bulleit  
Frontier Whiskey*

## **National**

2,046 craft distilleries

*St. George Distillery,  
Balcones Distillery, Few Spirits*

## **Local**

67 NC distilleries

*Cultivated Cocktails, The Chemist,  
Durham Distillery, Greensboro Distilling*

\*TTB 2018



# CURRENT MARKET METRICS

## Spirits

**\$29B sales**  
239 million cases 9L  
(>5% YOY)

**58% high end/  
super premium**  
\$16.9B in revenue

## Craft Spirits

**\$4.8B sales**  
9M cases 9L

**1.2M 9L cases**  
small craft distilleries

**44% of small craft sales  
on premise**

American Craft Spirits Assoc. "Data Project 2019"

Distilled Spirits. Council of the United States "Economic Briefing 2019"



# COVID RESPONSE

## Nationally

**21% increase**  
brick and mortar sales

**234% increase**  
online sales

**Taking things virtual**  
tours, tastings

## At the Distillery

**65% increase yoy**  
on premise sales

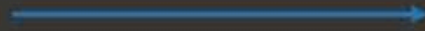
**Product Diversification**  
hand/surface sanitizer  
mixers

**Reinforced the online  
direct to consumer  
model**

**Opportunity to support  
restaurant accounts**

# THREE TIER SALES CHANNEL

**Producer**  
Oak and Grist



**Distributor**  
state run/control  
(NC) and 16 other  
states



**Consumer**  
retail store  
bar/restaurant  
individual

open

**Currently in**  
North Carolina  
New York City  
Illinois\*

franchise  
18 states

\*Pending paperwork and  
state approval

focus on heavily on  
distribution in direct  
to consumer markets



# MARKET STRATEGY

## Targeted Campaigns

demographics – buyer personas  
product quality  
education

## On-Premise Sales

diversified tour options  
guided tastings  
craft cocktails  
special distillery events

## Off-Premise Sales

staff tastings/in-store  
tastings  
collaborative events  
community presence  
brand alignment

**Out of State**  
direct to consumer

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# MANAGEMENT TEAM



**William Goldberg**  
cofounder, president, head distiller



**Robert Goldberg**  
cofounder/VP



**Russell Dodson**  
cofounder/VP



**Edwin Dodson**  
mentor/consultant



# THE BIGGER PICTURE

**2020**

**2,703 PG**

aging inventory

**\$454K – 556K**

aging inventory

**2-3 new products**

**2021**

**4,628 PG**

aging whiskey

**\$778k – 953K**

Aging inventory value

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# QUESTIONS

