


An exclusive, ultra-premium gin distilled from sustainably sourced botanicals.



gothicgin.com San Francisco CA

Alcohol Cocktails Distillery Fundraising Hospitality

LEAD INVESTOR

 **Steve Goldfarb**

I invested in Gothic Gin because I truly believe in the product. Gothic Gin is different from other gins on the market and they make it part of their mission to not only educate their customers but provide great ideas and recipes as well. Their founder, Chris Klug, is very passionate about spirits and really committed to understanding how to make a successful brand. I also appreciate their mission to help with clean water and social equality.

Invested \$4,000 this round

Highlights

- 1 🔥 \$160K in sales to date
- 2 🌍 Sold in over 300 retail locations in the USA, UK and Australia.
- 3 🏢 Founder has 26 years experience as a global business leader consulting Fortune 500 companies
- 4 🏆 Official Partner of the Rose Bowl Stadium and Brookside Golf Club, including Fortune 500 companies
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- 5 🏆 Double Gold 2022 San Francisco World Comp. "Best" for American Gins at the 2020 World Gin Awards
- 6 🏆 3 Gold Medals at the 2020 Denver, Las Vegas and San Diego International Spirit Competitions
- 7 🏆 2 Gold Medals at the 2021 Perf Awards and Sunset International Spirit Competition.
- 8 ❤️ We dedicate 5% of profit to philanthropies

Our Team



Chris Klug CEO

26 years as a successful technology consultant and Global Business Manager. I was a fulltime saute chef to pay for my first bachelors degree and have studied viticulture and distillation ever since. In 2018 I created one of the world's best gins.

I am passionate about food, wine and spirits. I was on medical leave due to serious spinal issue. At the time I was facing an invasive and risky surgery. I took a bucket list trip to Europe. The first place I went was Barcelona. It was there that I took a class on making Gin. The laboratory is in the Gothic Quarter of Barcelona. Hence, Gothic Gin!



Michael Reynolds COO

25 years as a Business Manager in Los Angeles. I represented actors, musicians, professional athletes and high net worth individuals. I left that job in December of 2020 to work full time for Gothic Gin.

Pitch



EXECUTIVE SUMMARY

Pure, sustainable practices from start to finish.

Gothic Gin won Best in Category for American Contemporary Gins at the 2020 World Gin Awards.

Gothic Gin received a Gold Medal at the 2020 Denver International Spirit Competition.

Gothic Gin received a Gold Medal in a blind tasting competition against 400 Gins at the 2019 World Gin Awards.

At every step, Gothic Gin follows our core values of integrity, service, transparency, fun and persistence.

Our base spirit is Kosher certified 190 proof ethanol, which we infuse with 7 high quality, sustainably sourced botanicals.

Gothic Gin dedicates 5% of gross profit to philanthropies. We are focused on clean ocean and clean water for everyone and creating a product that reflects our commitment.

Learn more at www.gothicgin.com

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ABOUT GOTHIC GIN – THE BEGINNINGS

Gothic Gin was founded by Chris Klug while he was on a trip to Barcelona during September of 2017.

Chris has been a passionate student of viticulture and distillation for over 25 years. Chris paid for his college by being a full-time sauté chef. It was through this job that Chris took an extensive wine pairing class and fell in love with the world of spirits.

Chris has had a successful 21-year career in technology sales and business consulting working for companies like Intel, Xerox, Microsoft and Salesforce.

While in Barcelona in 2017, Chris took a class on how to make Gin. His eyes were opened to the beautiful world that Gin is and can be. Chris shared his gin with the professor and the other classmates who happened to be professional distillers. It was unanimously agreed that Chris had created something special.

When challenged by another distiller, "What is the name of your Gin?" Chris stopped to think. The laboratory they were all standing in is just off of Plaça Reial in the heart of the Gothic Quarter of Barcelona. Chris responded, "Well, it's Gothic Gin of course!"

And on September 15th, 2017, Gothic Gin was born.

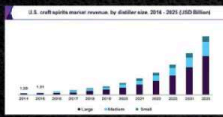
GEO & Founder
Chris Klug

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INDUSTRY INSIGHTS

From Grandview Research

"The global craft spirits market size was valued at USD 6.13



billion in 2016 and is expected to witness a growth at a CAGR of 33.4% from 2017 to 2025. Craft spirits are domestically produced in distilleries, which have a production volume below 750,000 gallons. Millennial population with considerable purchasing power is expected to drive the market over the forecast period.

Craft spirits are produced by licensed distillers with specified production volume. They should have independent operations with less than 25% capital and operational control from an alcoholic beverage industry player. In the U.S., the product needs to have a label approved by the Alcohol and Tobacco Tax and Trade Bureau.



INDUSTRY INSIGHT

“You have a convenience trend happening, you have a lifestyle thing happening, and then you have this can phenomenon,” says Kevin Roberts, the executive vice president of supplier engagement for the alcohol distributor Breakthru Beverage Group, based in the U.S. and Canada. “You put those three together, and then you top it off with a consumer that’s blending and bleeding into other categories, and it’s a very exciting time for prepared cocktails. But they have to be unique; they have to be high quality. We’re definitely seeing the consumer move to more premium prepared cocktail solutions. It’s something that we’re investing in and that we’re really excited about.”

Notes: To Drink Market (2017), Global Wines, Spirits, Distilled, and Beer, National Alcohol and Beverage Retail Association (2017).
The Rise of the Ready-to-Drink Cocktail



CRAFT DISTILLATION INDUSTRY OUTLOOK



THE GOTHIC GIN DIFFERENTIATION

- Gothic Gin uses two different techniques with eucalyptus.
 - An ingredient not commonly found in any gin.
- Gothic Gin begins with a kosher certified corn based pure ethanol whereas most gins use a grain based OIG.
- Gothic Gin uses high quality sustainably sourced ingredients that are more expensive than other lower quality options.
- Gothic Gin runs are measured to the thousandth of a milligram and filtered by activated carbon.
- Gothic Gin's EU and US Trademark approved and registered an immediately globally recognizable name.
- Gothic Gin's label is unique and stands out on the bar shelf.
- Dr. Editor at the Gin Guide, industry guru Paul Jackson said:
 - "I'm flipping Gothic Gin to be a big one - you heard it here first!"
- CEO and founder of Gothic Gin, Chris Hug has 28 years experience as a Global Business leader consulting fortune 500 companies on process excellence, customer experience and cutting edge technologies.



INGREDIENTS

- 110 Proof Pure Ethanol
- Jalapeno Berry
- Black Pepper
- Coriander Seed
- Orris Root
- Anadama Root



Eucalyptus
Vibrant Orange Peel



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GOTHIC GIN HAS TRACTION



Gothic Gin wins Gold at the World Gin Awards for American Contemporary Gins

Gothic Gin wins Bronze in the \$100 bottle category at the Singapore

Gothic Gin was the buzz of GinLive London

"And then there was a brand-new brand in the form of Gothic Gin which, despite not yet having fully launched, was awarded World Gin Awards 2019 Gold Medal for Contemporary Style Gin from the United States. (Of) the spirit - featuring juniper, cedar and citrus alongside eucalyptus leaf and Indonesian black lampoon peppercorns - 'Bull from The Gin Guide has already tasted this for great success and whom I to argue with him?'"

-GinADivine Blogger and Gin Judge

"Next up Gothic Gin. Beautifully soft and named after the Gothic Quarter in Barcelona, I was delighted with its smoothness. It was ever such a soft gin and featuring your staple botanicals and some more unusual ones such as eucalyptus, it was a really unusual offering." -Under The Influence Blogger, Gin Judge

Gothic Gin has an order for 1500 bottles to be distributed to club members of the Gin Society of Australia as the September featured Gin of the Month, (estimated \$90,000 net profit to Gothic Gin)

The Gin Guide, founded by Paul Jackson, has agreed to feature Gothic Gin as the "Gin of the Week."

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BOTTLE PRICING

Gothic Gin Price List

Gothic Gin Price List	USD	
	Per Bottle 750ml	Per Case 750ml
Price to Consumer	\$49.55	\$299.00
Price to Retailer	\$37.00	\$222.00
Price to Wholesaler	\$28.00	\$168.00

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GOTHIC GIN, INC.						
INCOME STATEMENT						
5 YEAR FORECAST						
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	Estimated Cases Sold	4,552	8,194	11,472	16,061	22,485
Net Sales		\$ 1,201,283.58	\$ 2,163,282.45	\$3,028,595.43	\$ 4,240,033.61	\$ 5,936,047.05
COGS						
Distilled Product		\$ 123,947.97	\$ 223,105.26	\$ 312,347.37	\$ 437,286.32	\$ 612,260.84
Fulfillment and Distribution		\$ 62,499.11	\$ 112,498.40	\$ 157,497.77	\$ 220,496.87	\$ 308,495.62
Total Cost of Goods Sold		\$ 186,447.08	\$ 335,603.67	\$ 469,845.14	\$ 657,783.19	\$ 920,756.46
Gross Profit		\$ 1,015,837.10	\$ 1,827,678.78	\$ 2,558,750.30	\$ 3,582,250.42	\$ 5,015,150.58
Gross Profit Percentage		84%	84%	84%	84%	84%
Expenses						
Operating Expenses	Percent of Gross Profit					
Marketing	10%	\$ 101,603.19	\$ 187,497.34	\$ 262,386.28	\$ 367,484.79	\$ 514,463.70
Contract Labor	7%	\$ 94,448.46	\$ 124,998.23	\$ 174,997.52	\$ 244,996.52	\$ 342,995.13
Philanthropy (tax deductible)	3%	\$ 34,721.73	\$ 62,499.11	\$ 87,498.76	\$ 122,498.26	\$ 171,497.57
Technology, Website, CRM, Augmented Reality Label	5%	\$ 52,082.50	\$ 91,748.67	\$ 133,248.14	\$ 183,747.39	\$ 257,246.35
Total Operating Expenses	26%	\$ 260,412.97	\$ 466,743.35	\$ 657,130.69	\$ 918,736.97	\$ 1,286,211.75
Earnings Before Tax		\$ 755,424.13	\$ 1,360,935.43	\$ 1,901,619.61	\$ 2,663,513.45	\$ 3,728,938.83
Taxes	CA 33.33 / gallon, Fed TTB paid in Fulfillment	\$ 17,858.71	\$ 32,145.68	\$ 45,003.05	\$ 63,005.53	\$ 88,207.75
Net Earnings		\$ 737,565.42	\$ 1,328,789.75	\$ 1,856,616.56	\$ 2,600,507.92	\$ 3,640,731.08
		Reasonable Average First 12 months for Boutique Liquor company in market	80% Growth year 1 to 2 due to scaling up and market newness.	Forecast Industry average of 40% YDY growth.	Forecast Industry average of 40% YDY growth.	Forecast Industry average of 40% YDY growth.

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Forward-looking projections cannot be guaranteed.

GROWING THE COMPANY

Gothic Gin will release four RTD's in 2022 creating five new SKUs. Each RTD will sell as a single can or as a four pack. We will also offer a mixed four pack with one of each cocktail included



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RTD PRICING

The following RTD cost analysis includes some costs, like Branding and the Flavor House which are one-time costs even at lower MOQs going forward.

	20k run	250k run
Per Can COGS	\$ 2.75	\$ 0.93
Can Price to Consumer	\$ 3.99	
Per Can Margin	\$ 1.24	\$ 3.06
Per 4-pack Case COGS	\$ 10.99	\$ 3.71
Case Price to Consumer	\$ 14.99	
Per Case Margin	\$ 4.00	\$ 11.28

RTD PRODUCTION COSTS

We will be leveraging our current distillation resources, relationships and expertise. Botanic Gin can utilize our current distillery infrastructure to distill, mix, create store in a bright tank, can and box.

Summary of COGS for 20,000 can and 250,500 can runs.

	20k Run	250k run
Flavor House	\$ 5,000	\$ 5,000
Ingredients	\$ 5,000	\$ 25,000
Cans	\$ 6,000	\$ 35,000
Canning	\$ 4,800	\$ 42,500
Packaging	\$ 7,962	\$ 26,275
Velocity	\$ 1,000	\$ 3,000
Host Facility	\$ 5,200	\$ 65,000
Branding	\$ 10,000	\$ 10,000
Fulfillment	\$ 10,000	\$ 20,000
Total	\$ 54,962	\$ 231,775
Per Can COGS	\$ 2.75	\$ 0.93

RTD PRODUCTION COSTS

Summary of Vendor Quotes per MOQ

	Per Can	MOQ	MOQ Extended Cost
CanSource	0.34	20,000	\$ 6,800
Ball	0.14	250,000	\$ 35,000
Visionary	0.3	20,000	\$ 6,000
Mercenary Canning	0.24	20,000	\$ 4,800
Mercenary Canning	0.17	250,000	\$ 42,500
Can Van	0.26	20,000	\$ 5,200
Griffo	0.26	20,000	\$ 5,200
Visionary-PackTech	0.1263	63,040	
	0.121	126,080	
	0.1042	252,160	

Estimated Annual Revenue and Profit Summary

Estimated Per Year Sales	250k Cans	1-m Cans
Gross Revenue	\$997,500.00	\$3,990,000.00
Gross Profit At 20k MOQs	\$310,475.60	\$1,241,902.40
Gross Profit at 250k MOQs	\$765,724.93	\$3,062,899.71

Forward-looking projections are not guaranteed.

WHAT IS GOTHIC GIN NOW?

Gothic Gin has US Federal TTB wholesaler permit CA-P-24522

Gothic Gin has a California ABC Type 13 Import/Export Wholesale license

Gothic Gin has a California Solicitors permit allowing for direct sales to retail.

Gothic Gin is a registered patent approved trademark in the US and the EU.

Gothic Gin formula 005 has been registered at the federal TTB.

Gothic Gin's label is US COLA approved.

gothicgin.com is wholly owned by Gothic Gin, Inc.

Gothic Gin, Inc. is a Delaware C Corp.

Gothic Gin produces three pallets (80cases of 6 bottle .750ml @90 Proof) /day.

Gothic Gin can produce up to 100,000 gallons per year.

Distribution capabilities today across the USA, EU today via Park Street distributors.

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Downloads

[kentuckyderby final resize.png](#)

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