





On May 1st, 2019 we officially launched with our Illinois distributor. Sleepy Vodka and Gin are currently being sold in over 30 retail stores in the Chicago area, including 12 Buzzy's Beverage Depots and over 40 bars and restaurants. Just recently, we sold our 500th case overall and 150th in Illinois, and sales are doubling month over month as we continue to grow sales.

#### Keeping the Rocket Fueled



Gin and vodka sales are projected to continue to expand in Illinois at a steady rate of approx. 20-30% per month on average. While it cannot be guaranteed, we hope to sell a target of at least 2,400 cases (of ONLY gin and vodka) by the end of 2020, while also breaching into the neighboring states of Wisconsin, Minnesota and Indiana as well as California and possibly Florida. Based on our margins now, we expect profitability will occur at approx. 250 cases per month in sales, which we hope to achieve by the middle of 2020.

#### Cold Distilled Brew-skeys



By adding our cold distilled craft beer whiskeys to the mix, we'll begin opening up new revenue channels in both on and off premise locations, not only because the demand for whiskey is so high, but because it will indirectly amplify our other product sales as part of a complete portfolio offering. Our whiskeys will be uniquely "Sleepy" and scale-able, so that we'll be able to meet what we expect will be a very strong demand based on conversations with our customers.

#### Product Portfolio Expansion



We are developing new brands and line extensions, beginning with a unique infused rum currently in pilot development, a complex monology focused liqueur, and some very fresh tasting and delicious Ready-To-Drink canned cocktails. Other projects include working with other distilleries and brand companies to contract distill and sell cold distilled spirits, and exploring custom co-branded spirits for certain celebrities.

## Investor Q&A

#### What does your company do? -

We use a unique distilling process to preserve the freshness and flavor of our ingredients. We make award-winning spirits, distilled at natural temperatures, with no sugar or additives for the consumer who cares about how his/her spirits are made. Our two main products are currently gin and vodka. We'll have at least three when the whiskey is ready. Our spirits are available to buy at the distillery, online and in various bars, restaurants and stores in Illinois, Alaska and Oklahoma.

#### Where will your company be in 5 years? -

We hope to become a global brand, sold in all 50 states through distribution (e.g. Southern Glazer, RND, etc.) and online, as well as many countries around the world. Always experimenting we plan to push the boundaries of what spirits can taste like. We plan to launch (and sell) many brands and specialty products besides our core whiskeys, vodka and gins. Some early concepts of these will include a unique infused rum and Ready To Drink (RTD) canned cocktails.

#### Why did you choose this idea? -

I always thought most liquor tasted too harsh, needing to be mixed with chasers. I wanted fresher and smoother tasting spirits. As a homebrewer and craft beer lover, I noticed that cold distillation would allow me to take the huge variety and creativity of craft beer into the whiskey and gin world, and making entirely new, fresher tasting spirits.

#### Take us back to the beginning. How did you get started? -

I hired an R and D chemist at my former company, who had the idea to contract vacuum distill wine into brandy for wineries in New York. I was an avid homebrewer at the time and thought, "What if this method could capture the true essence of my beers?" So I tried it. And it worked!

#### Where have the last few years gotten you? -

It has been challenging in many ways, adapting to how this industry is structured. But in that time, we've designed and built a brand, a distillery, crafted award-winning gin and vodka, hired employees, worked our tails off and had a ton of fun. We've learned a lot and are still adapting and improving, and now we're beginning to see the fruits of all that hard work.

#### Who are your customers? -

People who care about what goes into their drinks. They like trying new things and experimenting, but also like to have a few go-to's in their liquor cabinet. They're interested in how their spirits are made, and care that there are no sugars or artificial additives in them, and that they preserve the freshness of their core ingredients.

#### How will you win? -

Several reasons: We will not be out-hustled, ever. We've accomplished so much already with only 1-3 people at various times. Our spirits are multi award-winning, have great packaging, memorable branding and a unique offering: Fresh spirits distilled at natural temperatures.

#### What's next for your business and why are you raising money now? -

I originally started Sleepy to make whiskey from craft beer. The true catalyst to our future growth will be our uniquely made and cold distilled whiskey. We're raising money now so that we can accelerate our timetable to getting the whiskey to market, and to build a tasting room where we can make personal connections with our customers, a place where we can craft an experience as memorable as our spirits.

#### How will you use the funds raised on Wefunder to accomplish the next milestone? -

\$150K will allow us to purchase the custom components of the still, as well as other support equipment and plumbing required to hook it up and run it. The next \$80K is earmarked for operating capital and cost overruns should they occur. If we hit our high target, we will use the extra funds to build out the tasting room and upgrade the building to make a unique tasting room experience with tours and hosted events.