

# J.K. WILLIAMS DISTILLING

## STRATEGIC PLAN 2021-2026

September 15, 2020



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## **1. The Opportunity**

- **Authentic Brand Story**
- **Craft Trends**
- **The REVIVAL of J.K. Williams Distilling**

## **2. Where are we now?**

## **3. Where do we want to go?**

- **Revitalize & leverage Peoria's heritage as Whiskey Capital of the World**
- **Develop Diverse Portfolio of Brands**
- **Market Launch & Expansion**

## **4. How are we going to get there?**

- **Develop Dynamic Sales and Marketing Strategy**
- **Brand Innovations**
- **Strong Distributor & Retail Strategy**

## **5. Financial Projections**

- **JKWD Profit Investment Statement Projection CY 2021-2026**
- **Product Sales Mix & Profit Contribution by Product Type**
- **Assumptions in Support for JKWD Financial Projections**

## **5. Leadership & Advisors**



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# BRAND STORY – THE EARLY YEARS



J.K Williams was a young whiskey making pioneer at the age of sixteen, and he developed his craft working various distilleries for two decades in the “Whiskey Capital of the World”. This Midwest region was rich with high quality grains and a plentiful water source from the Illinois River which are key ingredients for high quality whiskey making. That said, central Illinois became home of over seventy distilleries and twenty plus breweries started by German immigrants who sought solitude in what was considered an overlooked region of America in the late 1800's.

At the onset of the Prohibition era in 1920, J.K. took to the backwoods to resume whiskey-making in secret. J.K.'s passion for his craft drew more than praise from locals. Unfortunately, his craftsmanship also attracted unwanted attention from law enforcement and various outlaws during the early years of Prohibition. Prohibition fueled the public's desire for cheap whiskey, however J.K. refused to compromise his quality craftsmanship like other bootleggers to boost profits.

During Prohibition, the underworld liquor business flourished in Peoria and became home to popular speakeasies, social clubs, stills and bootleggers. Infamous gangsters and “booticians” like the O’Neill brothers and Al Capone began pressuring J.K. to provide his golden bourbon and whiskies to them so they could profit from his tremendous talents as well.

J.K.'s dedication to spirit-making was rivaled only by his commitment to family, and his livelihood now posed a threat to his entire family. Fed up with the dangers that came with underground whiskey-making, J.K. uprooted his family and headed south. Luckily, their oldest son Buck had acted as J.K.'s assistant and kept the whiskey recipe over the years and passed it down to younger Williams generations.



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## BRAND STORY – THE RECENT YEARS

The great-great grandsons of bootleg whiskey-making master J.K. Williams were thrilled to have access to J.K.'s recipe and the chance to start a long overdue revival of craft whiskey-making.

In 2013, Jesse and John Williams felt a certain opportunity to bring craft whiskey-and bourbon-making back to the Peoria area. Their vision was to honor their great-great-grandpa who was a family man with an extraordinary work ethic and an undeniable talent for making some of the best whiskey of his time.

Just like J.K. in his day, the current Williams generation are raising families in Central Illinois while creating our own craft whiskey legacy. They took J.K.'s vision into the future while retaining the heritage of incredible small-batch whiskey that is tied to the Williams name.

They desired to bring back the spirit of adventure that fueled the era of bootlegging during Prohibition. Despite having an easier path going forward, they wanted to make their great-great grandfather proud of their craftsmanship and innovative spirits. They are made in the distinctive style for which J.K. Williams was known around these parts.

In April 2019, Andy Faris and his fiancé learned of this magnificent story of authentic and historic whiskey craftsmanship, and decided to acquire the business, including the naming rights, distilling equipment, and an existing inventory of spirits.

His vision is to create an upscale yet approachable experience in the Riverfront District that feels like it's been here forever. The distillery will ultimately add to the already energetic and cool vibe to provide a re-establish Peoria's rightful place in U.S. whiskey making history and elevate J.K Williams Brand to national relevance.



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# THE OPPORTUNITY - CRAFT TRENDS

- **Craft Distilling in the U.S. continues to grow and has become a multi-billion juggernaut with nearly 2,000 operating distilleries across the country.**
- **The growing investments in delivering novel and authentic on-site experiences are driving the growth of the US craft spirits market. The new trend of tourism is leading to the promotion of craft distilleries demonstrating their manufacturing process thereby, simultaneously building brand awareness and loyalty in the US market.**
- **The increasing focus on consumer engagement and leveraging it to fortify authenticity of their brand and product will help suppliers attract new consumers and increase their market share.**
- **Craft distillers are going great lengths to weave elements of interest to their sites to gain larger consumer groups in the US market.**
- **The increase in innovations at tasting rooms and distilleries that enrich the experience of a distillery-tourer will boost demand in the US craft spirits market.**
- **J.K. Williams is positioned well to revive historic craftsmanship from the Prohibition era and create a successful business grounded in an authentic craft portfolio and engaging consumer experiences.**

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## THE OPPORTUNITY – REVIVAL OF J.K. WILLIAMS DISTILLERY AND BRANDS

J.K. Williams Distilling (the Distillery) founded in 2012 failed to implement strategic growth initiatives to successfully penetrate the craft spirits marketplace, therefore ceased operations in 2018.

Based in Peoria, Illinois, the Distillery missed the opportunity to take advantage of a long, storied past of Peoria as the “Whiskey Capital of The World” from 1837 – 1919, both in its location and adoption in both the local community, Illinois, and nationwide.

Today, the Distillery is under new ownership and is positioned well to revive the unique heritage of phenomenal craftsmanship. The vision is to leverage the authentic story of the distillery's namesake, J.K. Williams (a legendary distiller and bootlegger from the early 1900's) by re-creating his original whiskey recipes and introducing a portfolio of handcrafted spirit products.

The Distillery is developing a 360 sales and marketing approach to leverage the heritage of J.K. Williams through high level PR, social media engagement, homeplace experience, and trade and consumer activities with an award-winning Master Distiller.

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## WHERE ARE WE NOW?

J.K. Williams Distilling (The Distillery) is known for its well-regarded craftsmanship since 2012 that will benefit from strategic sales and marketing plan to bring its historic brand story of pre-Prohibition craftsmanship to life for a new generation of consumers.

The Distillery is bringing back the unique heritage of outstanding and well-crafted products to honor J.K. Williams, the legendary distiller and bootlegger. This includes leveraging his original recipes from the early 1900's as well as an array of brand innovations tailored for today's consumer.

The Distillery operation is situated in the heart of Peoria, IL, and is in the process being expanded into a 16,000 square foot facility to increase capacity to become a national brand.

The J.K. Williams Experience in the Riverfront District will create a tremendous opportunity to promote and revitalize the long-storied heritage as the "Whiskey Capital of The World" from 1837 – 1919.

J.K. Williams Distilling has hired award-winning Master Distiller, Jeff Murphy to lead the development of whiskey portfolio as well as new brand innovations in the rum, gin & vodka segments.

The vision & commitment of the new company leadership team is to revitalize the brand, distillery operations and consumer homeplace experience to elevate the J.K. Williams brand to national prominence.

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## WHERE DO WE WANT TO GO?

J.K. Williams Distilling's (JKWD) effort to bring its artisan craft distillery back to prominence will include the development of a diverse portfolio of spirits focused on the art of creative whiskey production along with innovative gins, rums & vodkas.

JKWD's Business Vision is to establish itself in the six markets Midwest region by 2023 and expand sales and marketing efforts to a total of twenty markets by 2026.

- By 2026 9L Cases = 19,265 with Sales Revenues = ~ \$6.5M

J.K. Williams Distilling plans to re-establish itself as a premier homeplace and distillery operation in the heart of Central Illinois located in Peoria on the bank of the Illinois River.

- This homeplace will showcase Peoria's heritage as the Whiskey Capital of the World through tourism, consumer events and community involvement. These activities are expected to generate an additional \$1.05M in sales revenues.

JKWD's Consumer Vision is to introduce an array of artisanal products and brand innovations tailored for today's millennial consumers who are seeking authentic brands and new experiences.

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## CREATE J.K. WILLIAMS DISTILLING EXPERIENCE IN THE RIVERFRONT DISTRICT

- Build a dynamic whiskey experience overlooking the Illinois River to leverage Peoria's heritage as the Whiskey Capital of the World
  - VIP Speakeasy
  - Virtual Tours
  - Historical Exhibits
  - Experiential Marketing,
  - Corporate events,
  - Consumer Education,
  - Retail sales,
  - Special bottlings, etc.
- Estimates visitors per year ~15,000 to 20,000



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# ARTISINAL PORTFOLIO



**Coming Soon**



## WHISKEY

## RUM

## GIN

## VODKA

## OTHER INNOVATIONS

### Gold Zephyr Bourbon

Sugg. Retail \$59.99  
90 Proof / 750 ml  
**Available: Fall 2020**

### Riverboat White Rum

Sugg. Retail \$29.99  
80 Proof / 750 ml  
**Launch: Spring 2021**

### Artisanal Gin

Sugg. Retail \$38.99  
80 Proof / 750 ml  
**Launch: Spring 2021**

### Artisanal Vodka

Sugg. Retail \$29.99  
80 Proof / 750 ml  
**Launch: Spring 2021**

### Cinnamon Whiskey

Sugg. Retail \$17.99 70  
Proof / 750 ml  
**Launch: Spring 2021**

### Stormy River High Rye Whiskey

Sugg. Retail \$65.99  
90 Proof/750 ml  
**Available: Fall 2020**

### Riverboat Aged Rum

Sugg Retail \$39.99  
80 Proof / 750 ml  
**Launch: Spring 2022**

### Other Whiskey Innovations:

- Distillery Series
  - Available at JKWD Experience Only
- Secondary finished products
- Single Barrels
- Personal Selections

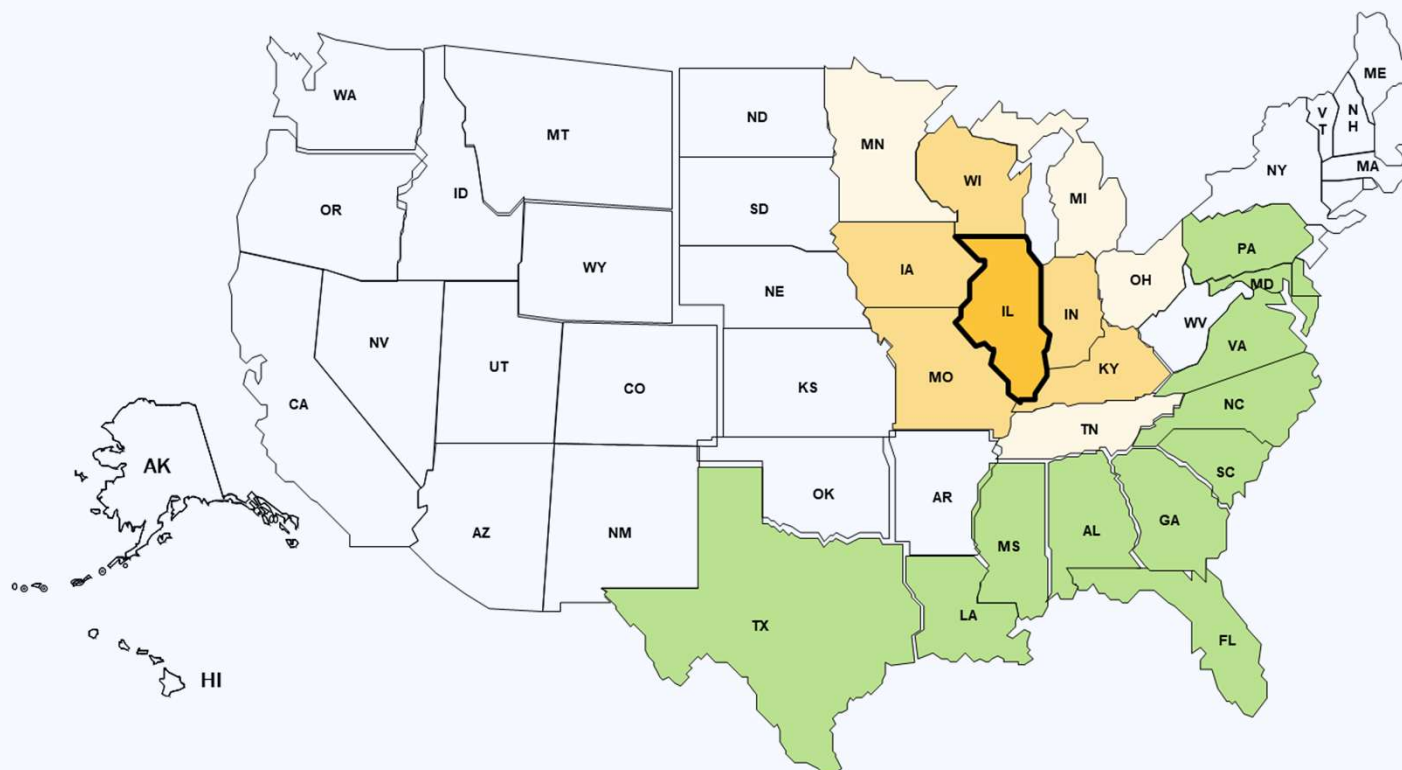
### Single Malt Whiskey\*

Sugg. Retail \$79.99  
90 proof/750ml  
**Launch: Fall 2021**

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# MARKET LAUNCH & EXPANSION STRATEGY



Tier One	Tier Two	Tier Three	The Future Frontier	
<b>Illinois*</b> <ul style="list-style-type: none"> <li>• Downstate</li> <li>• Chicago</li> </ul>	<b>Missouri***</b> (St Louis, Kansas City) <b>Wisconsin*</b> (Milwaukee & Madison) <b>Indiana*</b> (Indianapolis, Northern IN) <b>Kentucky*</b> (Lou, Lex & NKY) <b>Iowa**</b> (Des Moines & Cedar Rapids)	<b>Michigan**</b> <b>Ohio**</b> <b>Tennessee*</b> <b>Minnesota*</b>	<b>Pennsylvania</b> <b>Delaware</b> <b>Maryland</b> <b>District of Columbia</b> <b>Virginia</b> <b>South Carolina*</b> <b>Florida</b>	<b>North Carolina**</b> <b>Georgia***</b> <b>Alabama**</b> <b>Mississippi**</b> <b>Louisiana*</b> <b>Texas*</b>
*Open State **Control State ***Open Franchise				

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# HOW ARE WE GOING TO GET THERE?

## Dynamic Sales & Marketing Strategy

- Define Brand Positioning & Essence – Tone of Voice for Brand
- Establish Five Point Plan
- High-quality Spirit Brands and Packaging
- Super-premium Retail & Pricing Strategy to attract the Millennial Consumer
- Creative Consumer Engagement

## Brand Innovations

- Secondary Finishes
- Single Barrels
- Personal Selection

## Strong Distributor Network & Retail Relationships

- Local & Regional Partners
- Breakthru Beverage
- Republic National Distributing Company
- Role of the Distributor Evaluation Process

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# FIVE POINT PLAN 2020 & 2021

## **1. Define the JKWD Brand positioning and personality for the consumer and retail partners.**

- Work with Human Person create engaging brand story and personality.

## **2. Define & activate impactful marketing mix to drive consumer awareness through attraction, awareness, and trial.**

- Focus on digital engagement through social media outlets to build awareness & advocacy for JKWD Brands
- Initiate novel brand promotions to expose trade and consumers the JKWD brand story and portfolio of brands.

## **3. Gain third party credibility through high profile influencers**

- Pursue Trade advocates to promote brand with consumers
- Enter nationally respected Spirits Competitions
- Seek Whiskey Advocate & Wine Enthusiast Ratings

## **4. Distribution, Distribution, Distribution**

- Secure trusted Distributor partner(s) who will be strategically aligned with JKW Distillery business & consumer vision.
- Establish measurable volume & distribution targets in segmented account universe that best fits Millennial Consumer

## **5. Develop & leverage engaging JKWD Riverfront Experience to drive tourism and lead the “rebirth” of the Whiskey Capital of the World.**

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## J.K. WILLIAMS ORIGINAL 1920s RECIPES



### GOLD ZEPHYR STRAIGHT BOURBON WHISKEY

This silky-smooth bourbon was barrel aged in small batches for at four years creating a drinking experience that could only come from a recipe tested by time.

First bottled by bootician and Prohibition legend J.K. Williams in the 1920's.

This swift and steady crowd pleaser charms with the sweet hint of honeycomb & 90 proof perfection



### STORMY RIVER HIGH RYE WHISKEY

This rich golden high rye whiskey was barrel aged in small batches for at four years. The Result?

A complex full-bodied spirit familiar like an old friend and that is smooth enough to meet the parents.

First bottled by bootician and Prohibition legend J.K. Williams in the 1920's.

A drinking experience like this one could be only the result of time-tested bumping gums brilliance.

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## ARTISANAL INNOVATIONS BY MASTER DISTILLER, JEFF MURPHY



Single Barrel  
Selections &  
Barrel Finished  
Whiskey

Riverboat  
White & Aged  
Rum Collection



Artisanal &  
Barrel Aged  
Gins

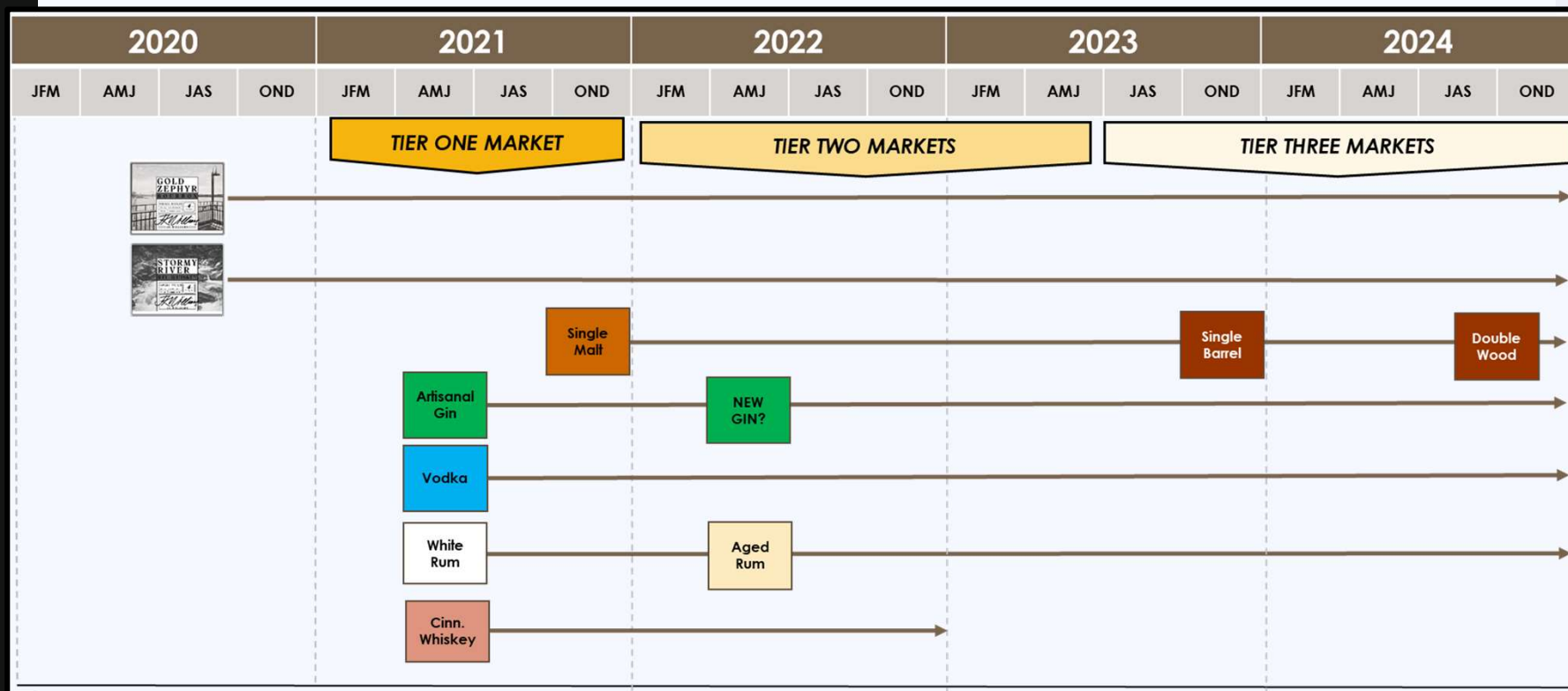
Summit  
Vodka

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# PRODUCT LAUNCH & INNOVATION TIMELINE



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# COMPETITIVE LANDSCAPE



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# Retail & Super Premium Price Strategy

Product	Suggested Retail Price
Gold Zephyr	\$59.99
Stormy River Rye	\$65.99
Riverboat Rum	White: \$29.99 Aged: \$39.99
Artisanal Gin Collection	\$39.99
Summit Vodka	\$29.99
Cinnamon Whiskey	\$17.99
Distillery Series Whiskies	\$79.99

## Consumer Target:

- Millennials - ages of 21 and 36 born between 1981-1996.

## Channel Strategy:

- J.K. Williams Distilling will focus on premium to super premium sales channels to reach their target consumer.
- **Off Premise:**
  - Large Liquor – “Spirits Supermarket”
  - Small Premium – “Wine & Spirits Boutique”
  - Grocery – “Aisle-organized supermarket”
- **On-Premise**
  - Fine Dining
  - Casual Dining
  - Neighborhood Bar
  - Casual Nightclub
  - Sports Bar
  - Irish Pub
  - Premium Bar
  - Luxury Lodging
  - Golf/Country Club
  - Casino/Gambling
  - Stadium/Arena/Convention

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# RETAIL & CONSUMER ACTIVATION

## Media Plan

- Consumer Advertising
  - Print, Out of Home
- Digital Media



## Public Relations

- Spirit Competitions
- Critical Acclaim from Trade Advocates
- Influencers

## Sponsorships & Events

- Riverfront Events
- Distillery Events

## Trade and Consumer Advocacy

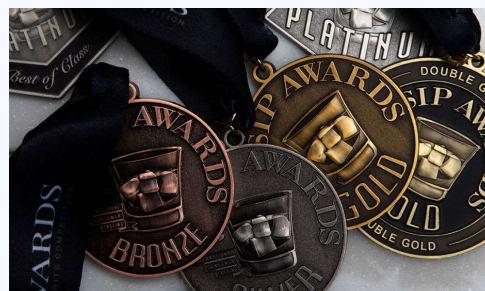
- Consumer Relationship Marketing
  - Whiskey Thieves Society

## Local Promotions – On & Off Premise

- Trade and Consumer sampling events
- Drink Strategy

## Distributor Programming

- Brand Merchandising Standards
- Consumer Insights
- Sales Tool Kit



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# PR & SOCIAL MEDIA KICK-OFF PLANS

## **Engaging PR Public Relations targeting tourism, trade and social influencers:**

- Distillery Revival – New Still & 20,000 sq. ft. facility
- Master Distillery Story – September
- History/Brand Story – Late September
- Business/Product Story – September

## **Refresh and activate social media platforms with engaging and interactive digital content to drive consumer awareness.**

- Instagram
- Facebook

## **Launching new website for J.K. Williams Distilling to provide a more in-depth look at our craft distillery.**

- Brand Story
- Our handcrafted spirit brands
- Tour J.K. William Experience in the Riverfront District of Peoria
- Award winning Master Distiller
- Prohibition Drink Strategy
- Merchandise



## **Live Virtual Tasting Event featuring Master Distiller, Jeff Murphy.**

## **Targeting whiskey advocates and multiple spirits competitions to garner recognition and accolades.**

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# DISTRIBUTION NETWORK STRATEGY

## Possible Candidates:

### National Partners

- Breakthru Beverage
- Republic National Distributing Company
- Young's Market Company - West
- Southern Glazer's Wine & Spirits

### Local & Regional Partners:

- Wann Imports, LLC\*\*
- United Distributors – Southeast
- Lipman or Athens Distributors –TN
- Major Brands – MO.
- Horizon Beverage - Northeast

### E-Commerce Partnerships

- Spirit Hub
- Libdib

## PARTNERSHIP SUPPORT:

### Strategic Partnership

- Strategic Alignment
- Channel Expertise
- Category Insights

### Sales Execution

- Focused Sales Objectives
- Retail Execution – Store Level
- Sales Performance

### Organizational Focus

- Retail and State Knowledge
- Competitive Intelligence
- Training / On-boarding

**\*\*Secured Wann Imports LLC as local distribution partner for Central Illinois**

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# J.K. WILLIAMS SALES & MARKETING RESOURCES

To effectively sell our brands, J.K Williams has plans to onboard and develop versatile sales resources for direct sales initiative, product sampling and building trade and consumer relationships.

Sales & Marketing Positions	HC	Effective Date
Total	11	2020-2021
President	1	2020
VP of Sales and Marketing	1	2020
Master Distiller (Available for product sampling and sales training)	1	2020
Territory Sales Representatives	2	2021
Brand Ambassadors (University of Illinois & Bradley University)	3	2021
Mixologists @ J.K Williams Experience	2	2021
Event Coordinator @ J.K. Williams Experience	1	2021

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# J.K. WILLIAMS FINANCIAL PROJECTIONS CALENDAR YEARS 2021-2026

## J.K. Williams Distilling LLC

ProForma Financials	2021	2022	2023	2024	2025	2026
<b>9L Case Sales</b>	<b>2,851</b>	<b>8,322</b>	<b>11,009</b>	<b>13,761</b>	<b>16,513</b>	<b>19,265</b>
<b>Revenue</b>						
Product Sales	\$1,230,916	\$2,835,521	\$3,641,610	\$4,554,234	\$5,449,682	\$6,514,552
Retail Operations	\$758,000	\$808,200	\$862,206	\$920,312	\$982,835	\$1,050,116
<b>Total Revenue</b>	<b>\$1,988,916</b>	<b>\$3,643,721</b>	<b>\$4,503,816</b>	<b>\$5,474,546</b>	<b>\$6,432,517</b>	<b>\$7,564,668</b>
<b>Gross Profit</b>						
Product Sales	\$565,093	\$1,277,939	\$1,661,003	\$2,112,934	\$2,552,802	\$3,087,603
Retail Operations	\$548,260	\$585,210	\$624,979	\$667,769	\$713,869	\$763,479
<b>TOTAL GROSS PROFIT</b>	<b>\$1,113,353</b>	<b>\$1,863,149</b>	<b>\$2,285,982</b>	<b>\$2,780,703</b>	<b>\$3,266,671</b>	<b>\$3,851,082</b>
<b>Gross Margin %</b>	<b>56.0%</b>	<b>51.1%</b>	<b>50.8%</b>	<b>50.8%</b>	<b>50.8%</b>	<b>50.9%</b>
Brand Investment	\$110,896	\$265,096	\$306,370	\$357,410	\$404,920	\$455,841
<b>TOTAL BRAND PROFIT</b>	<b>\$1,002,457</b>	<b>\$1,598,054</b>	<b>\$1,979,612</b>	<b>\$2,423,293</b>	<b>\$2,861,751</b>	<b>\$3,395,241</b>
Operating Expenses	\$864,086	\$1,086,574	\$1,108,585	\$1,131,118	\$1,154,190	\$1,177,817
<b>TOTAL OPERATING PROFIT</b>	<b>\$138,370</b>	<b>\$511,480</b>	<b>\$871,027</b>	<b>\$1,292,174</b>	<b>\$1,707,561</b>	<b>\$2,217,424</b>
<b>Per 9L Case</b>	<b>\$48.53</b>	<b>\$61.46</b>	<b>\$79.12</b>	<b>\$93.90</b>	<b>\$103.41</b>	<b>\$115.10</b>
<b>Operating Margin</b>	<b>7.0%</b>	<b>14.0%</b>	<b>19.3%</b>	<b>23.6%</b>	<b>26.5%</b>	<b>29.3%</b>

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# J.K. WILLIAMS FINANCIAL PROJECTIONS

9L Cases - Shipments	2021	2022	2023	2024	2025	2026
Straight Bourbon	591	4,475	5,394	7,087	8,091	9,151
High Rye	1,242	1,321	1,761	2,064	2,725	4,046
Single Malt	80	-	-	-	-	-
Aged Rum	-	297	936	963	1,486	2,119
White Rum	138	413	550	688	826	963
Gin	165	372	605	757	908	1,060
Vodka	440	1,445	1,761	2,202	2,477	1,927
Cinnamon Whiskey	195	-	-	-	-	-
<b>TOTAL</b>	<b>2,851</b>	<b>8,322</b>	<b>11,009</b>	<b>13,761</b>	<b>16,513</b>	<b>19,265</b>

GP Contribution %	2021	2022	2023	2024	2025	2026
Straight Bourbon	21.8%	62.8%	58.6%	61.2%	58.4%	55.1%
High Rye	52.2%	20.1%	20.6%	19.2%	21.2%	26.2%
Single Malt	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aged Rum	0.0%	2.3%	5.6%	4.7%	6.1%	7.3%
White Rum	2.1%	2.0%	2.1%	2.0%	2.0%	2.0%
Gin	4.9%	3.7%	4.6%	4.5%	4.5%	4.3%
Vodka	8.4%	9.2%	8.5%	8.4%	7.9%	5.1%
Cinnamon Whiskey	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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# ASSUMPTIONS IN SUPPORT OF J.K. WILLIAMS DISTILLING FINANCIAL PROJECTIONS 2021-2026

## **Case Sales and Revenue growth based on:**

- New Market expansion
- Product innovations
- Increased distribution and velocity across on and off premise accounts
- Evaluating pricing strategy opportunities

## **Operating Margin enhancement due to:**

- Efficiencies driven from optimizing Production Capacity
- Consistent Brand Investment approach
- Managing Operating Expenses effectively.

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# USE OF FUNDS

- **\$125,000 Website Development and Branding Overhaul**
- **\$100,000 Bottling of Existing Inventory and Recommencing of Production**
- **\$600,000 General Overhead, including Salaries, Sales/Marketing, and Capital Needs (Purchasing of Supplies, Grain, etc.)**
- **\$100,000 Purchase of John and Jesse Williams' shares**
- **\$50,000 Purchase of Retail Inventory for Tasting Room**
- **\$25,000 Contingency Fund**

**Total Funds: \$1,000,000**

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## LEADERSHIP TEAM



ANDY FARIS

PRESIDENT &  
MANAGING MEMBER



STACY SHUNK

VICE PRESIDENT &  
GENERAL COUNSEL



JEFF MURPHY

MASTER DISTILLER

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# OWNERSHIP BACKGROUND

## **Andy Faris, President and Managing Member**

Mr. Faris has a long history of entrepreneurship, and most notably served as President – Americas for the Hardware.com subsidiary of the Simian Group, a \$250 million distributor of networking products, from 2001-2015, whereas one of five shareholders, he was instrumental in establishing the most profitable segment of the company. This segment was spun off into a separate business, ProLabs Limited, in 2014. ProLabs has since received a significant private equity investment from Inflexion, a UK-based private equity firm, and merged with AddOn Networks of Tustin, CA to form Halo Technologies, the world's largest independent supplier of fiber optic and connectivity products. Faris has since sold his stake.

A native of Minneapolis, Faris also served on the Board of Directors of craft brewery Rahr & Sons Brewing, Ft. Worth, Texas, for 12 years. Faris holds a BA-Journalism (Advertising) from the University of Wisconsin – Madison

## **Stacy M. Shunk, Vice President and Counsel**

Ms. Shunk, a licensed attorney with over 30 years of experience in commercial litigation, real estate, and insurance, with a career that includes almost 6 years with John Hancock Financial Services. A career highlight includes being a team leader in the settlement of a \$500 million lawsuit against John Hancock, where she was instrumental in negotiating settlement agreements with plaintiffs. Shunk was also the Director of the Legal Fee Arbitration Board and Director of the Committee on Professional Ethics Committee at the Massachusetts Bar Association ("MBA"). During her time at the MBA, she also served as Assistant General Counsel.

A native of Madison, Wisconsin, Shunk lived and worked in Boston, Massachusetts for over 30 years. Shunk holds BA's in American History and Afro American Studies from the University of Wisconsin – Madison, and a JD from Suffolk University Law School in Boston, Massachusetts

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# Award Winning Master Distiller Jeff Murphy



After his global adventures in the military, Jeff landed in San Antonio, Texas, where his passion for brewing pivoted to the art and science of distilling. He enjoyed his time at Rebecca Creek Distillery making small-batch whiskey and vodka before he felt the need to explore another of his favorite spirits, rum.

In 2011, an opportunity opened at a start-up distillery in Massachusetts called Privateer. Here, Mr. Murphy was instrumental in launching the distilling of Privateer's brands of rum, including white rum and aged rum. Privateer Rum is still going strong and can be found in many stores around the country, including Illinois.

In 2012, he took his talents as Head Distiller to Louisiana Spirits, LLC, a start-up distillery in Lacassine, Louisiana. The company had recently started construction of its distillery where he played an integral role from the beginning and he and the team helped build its flagship brand, Bayou Rum, into the largest and most successful U.S. distiller of rum. While at Bayou, Jeff and the production team racked up more than 100 awards in spirits competitions around the world for their various rum brands.

In July 2018, Bayou Rum was fully acquired by Stoli Group USA. At this time, Jeff was promoted to Operations Director and tasked with overseeing and completing a multi-million-dollar expansion of Bayou's distilling facilities, which was successfully completed.

Jeff is extremely excited to be joining the JK Williams team and bring his highly respected background in distilling to Peoria. At JK Williams, he plans on continuing the Company's rich history in the production of small-batch bourbon and rye whiskey and promises to bring his flair for producing fine rum products as well.

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## ADVISORS

### **Patrick Moore:**

- Former Texas Regional President of Southern Glazer's Wine and Spirits, Dallas Texas

### **Justin Rostoff, Esq.:**

- New York-based attorney and business consultant

### **Nicholas A. Maloof:**

- Entrepreneur, Visionary, Philanthropist.

### **Nicholas R. Nelson**

- Principal of Unbridled Spirits Consulting LLC
- J.K. Williams Distilling LLC Board Member
- 20+ years of expertise in Sales, Marketing and Go to Market strategy with Brown Forman Corporation

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