

JJ PFISTER DISTILLING  
COMPANY

2020 Report

Dear investors,

We greatly thank our investors for support and will always keep them posted. We are working hard every day to make JJ Pfister a tremendous success and we are continually seeing results. We welcome ideas for us to consider to promote our brand. The value of our company is growing and we thank our investors for that. We plan to focus our efforts in California, Nevada, and Arizona for the time being

We need your help!

We update our investors on a routine basis. Investors can help us several ways. We ask our investors to promote our product as premium quality, organics, and from a family run business. We have our visitor center which is high class where our investors can visit, have a meal and a cocktail, take a look at our operation and purchase spirits. We know that 44% of spirits purchased in the US are from grocery stores and we are being place in Kroger's, Alberstons, Pavilions, Von's and High Times, in LA, Raley's and Nugget Markets in the greater Sacramento Area, Molly Stones in the San Francisco area and soon in many Bay Area locations. We ask our investors to visit the stores and make sure our products are present and properly displayed.

Sincerely,

Kevin Keck

President

Gail Keck

Chief Operations Officer

Brian Keck

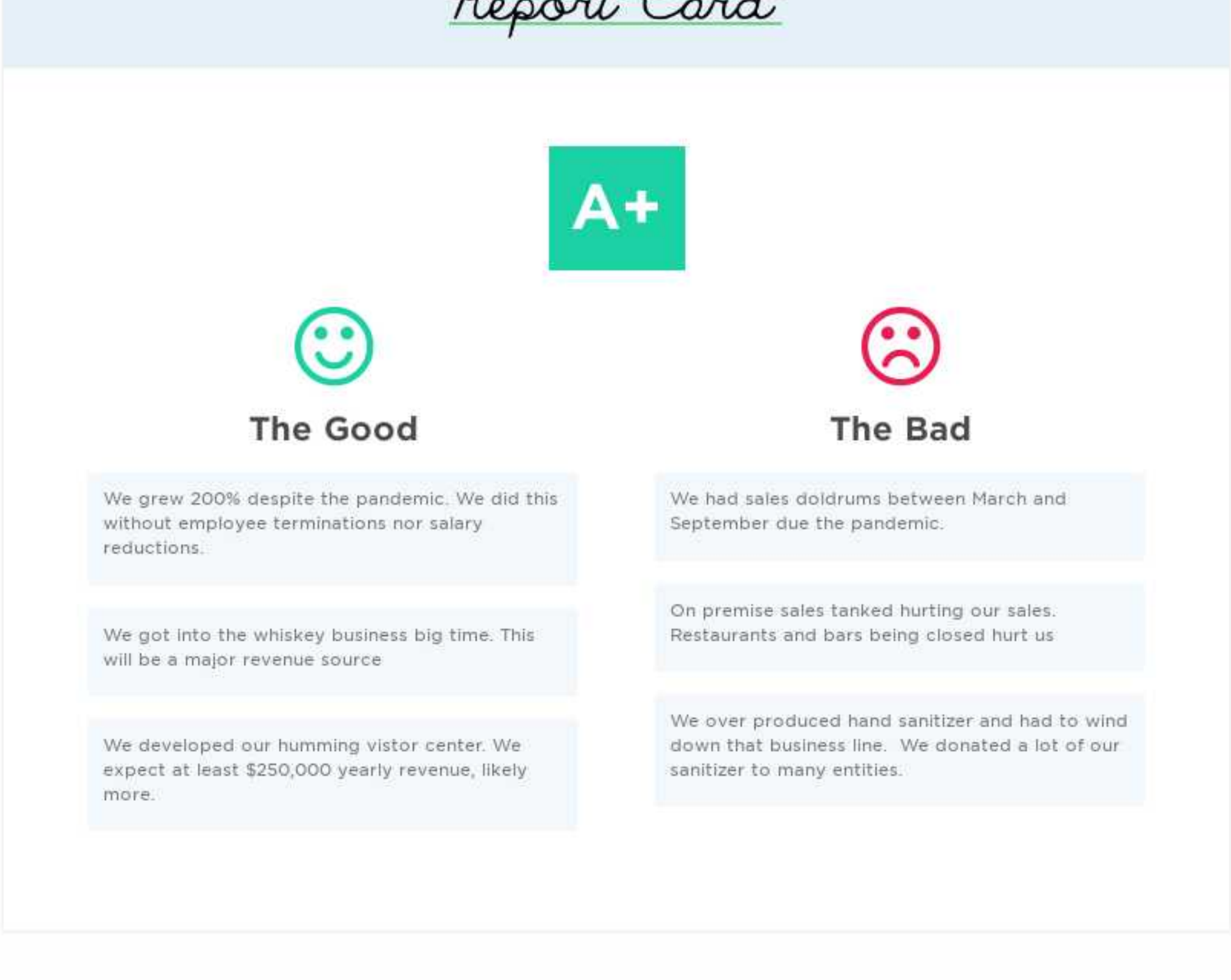
Master Distiller

Our Mission

Whiskey and gin are our lead products and we want to have enough revenue to attract big spirit houses to take an interest in us. We hope that our value will be 6-8 times top-line revenue. We expect revenue to be \$3M within 4 years and \$10M soon thereafter. These projections cannot be guaranteed.

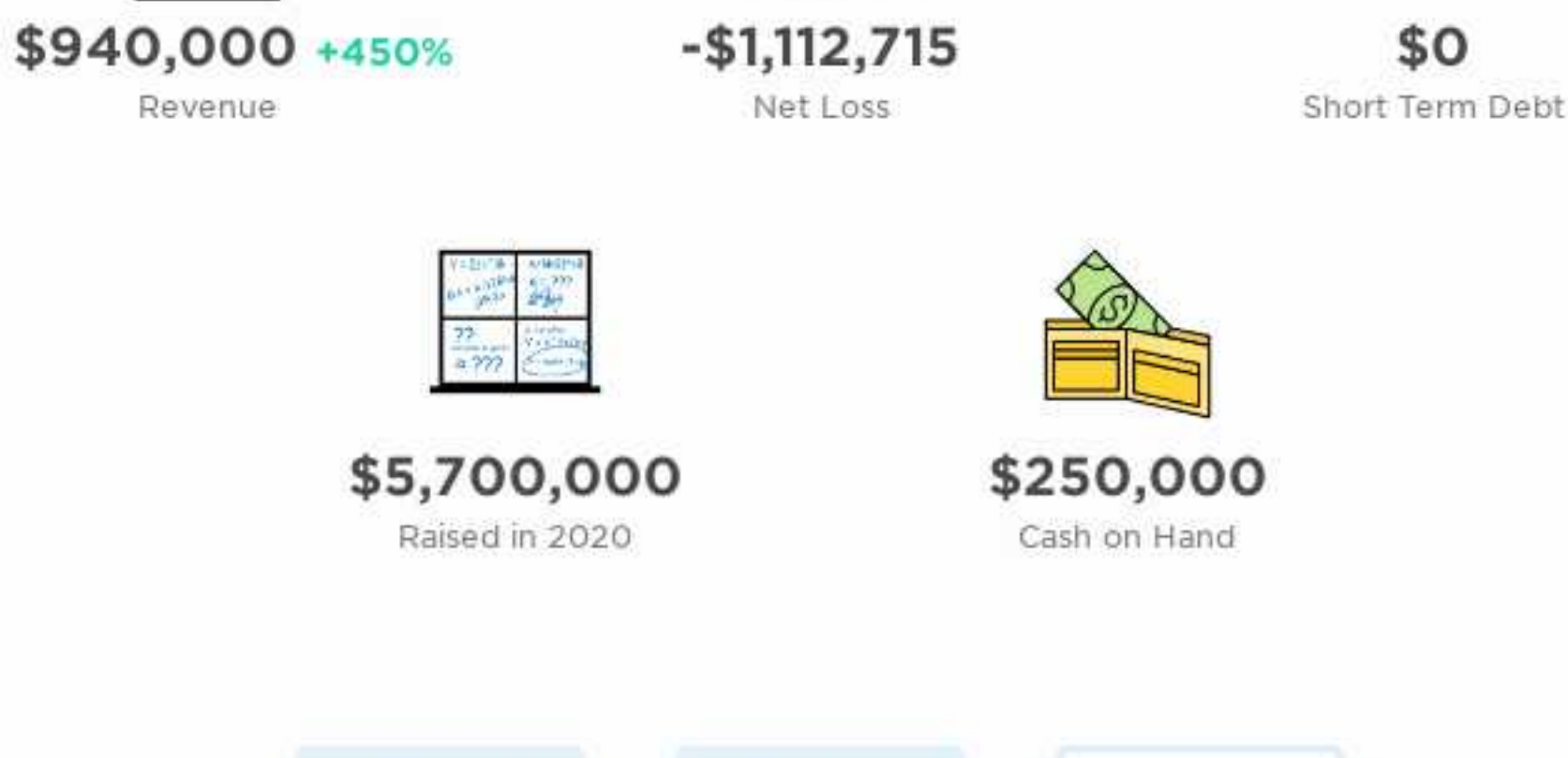
See our full profile

How did we do this year?



2020 At a Glance

January 1 to December 31



INCOME

BALANCE

NARRATIVE

Overview

We make craft spirits which are great in cocktails and neat. Our gin, brandies, rum, and vodka are organic

Whiskey and gin are our lead products and we want to have enough revenue to attract big spirit houses to take an interest in us. We hope that our value will be 6-8 times top-line revenue. We expect revenue to be \$3M within 4 years and \$10M soon thereafter. These projections cannot be guaranteed.

Milestones

JJ Pfister Distilling Company LLC was incorporated in the State of Oregon in August 2016.

Since then, we have:

- The US craft spirit market is outpacing craft brewing & is set to grow from \$2.7B to \$20B by 2023.
- In the last 12 months alone, we've generated \$964K top line revenue.
- Our spirits have top Tasting Panel ratings: Gin 97 points, Vodka 95 points, Rum 95 points.
- We have already established traction, demonstrating 200% YoY growth even during COVID.
- Our founder was a key executive in two billion dollar companies.
- Our potato vodka and gin are gold medal winners in internationally recognized spirits competitions.

Historical Results of Operations

- *Revenues & Gross Margin.* For the period ended December 31, 2020, the Company had revenues of \$940,000 compared to the year ended December 31, 2019, when the Company had revenues of \$171,000. Our gross margin was 59.79% in fiscal year 2020, compared to 31.58% in 2019.
- *Assets.* As of December 31, 2020, the Company had total assets of \$2,114,759, including \$250,000 in cash. As of December 31, 2019, the Company had \$210,000 in total assets, including \$130,000 in cash.
- *Net Loss.* The Company has had net losses of \$1,112,715 and net losses of \$1,019,957 for the fiscal years ended December 31, 2020 and December 31, 2019, respectively.
- *Liabilities.* The Company's liabilities totaled \$0 for the fiscal year ended December 31, 2020 and \$0 for the fiscal year ended December 31, 2019.

Related Party Transaction

Refer to Question 26 of this Form C for disclosure of all related party transactions.

Liquidity & Capital Resources

To-date, the company has been financed with \$11,598,382 in equity.

After the conclusion of this Offering, should we hit our minimum funding target, our projected runway is 2 months before we need to raise further capital.

We plan to use the proceeds as set forth in this Form C under "Use of Funds". We don't have any other sources of capital in the immediate future.

We will likely require additional financing in excess of the proceeds from the Offering in order to perform operations over the lifetime of the Company. Except as otherwise described in this Form C, we do not have additional sources of capital other than the proceeds from the offering. Because of the complexities and uncertainties in establishing a new business strategy, it is not possible to adequately project whether the proceeds of this offering will be sufficient to enable us to implement our strategy. This complexity and uncertainty will be increased if less than the maximum amount of securities offered in this offering is sold. The Company intends to raise additional capital in the future from investors. Although capital may be available for early-stage companies, there is no guarantee that the Company will receive any investments from investors.

Runway & Short/Mid Term Expenses

JJ Pfister Distilling Company LLC cash in hand is \$250,000, as of February 2021. Over the last three months, revenues have averaged \$79,500/month, cost of goods sold has averaged \$31,200/month, and operational expenses have averaged \$140,830/month, for an average burn rate of \$92,530 per month. Our intent is to be profitable in 24 months.

We are making hand sanitizer fulfilling a huge demand. We are adding whiskey to our products in two months. We have added our kitchen and our visitor center traffic is strong. We now have 5 salespersons with strong sales in LA, the Bay Area and Sacramento.

We have goals this year of 7000 cases sold and top line revenue of \$700,000. Our core business last year of spirits and the visitor center generated \$400,000 top line.

We would look for another capital call from family. Kevin and Gail Keck have an income stream of \$603,000 per year.

Net Margin: -118%	Gross Margin: 60%	Return on Assets: -53%	Earnings per Share: \$-Infinity
Revenue per Employee: \$104,444	Cash to Assets: 12%	Revenue to Receivables: 1.709%	Debt Ratio: 0%

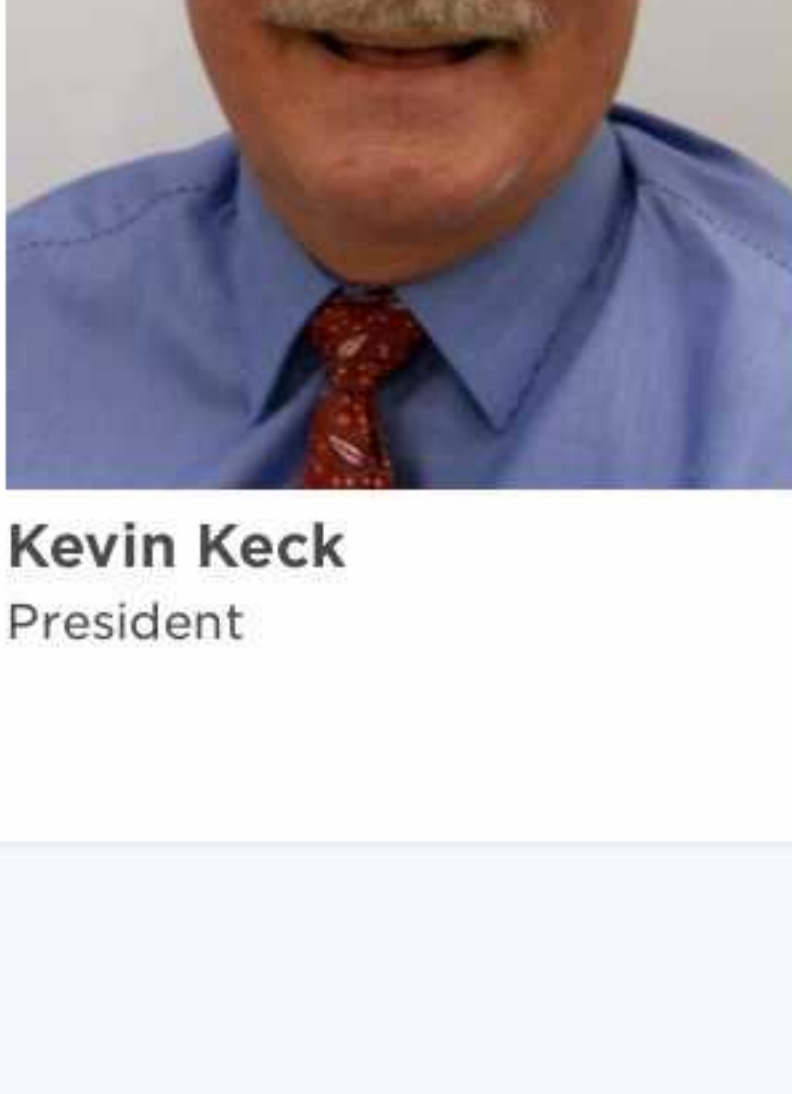
<a href="#">Profit_and_Loss.pdf</a>	<a href="#">Balance_Sheet.pdf</a>	<a href="#">JJ_Pfister_DSP_LLC_review_2018_2019_FINAL.pdf</a>
-------------------------------------	-----------------------------------	---------------------------------------------------------------

We ♥ Our  
208 Investors

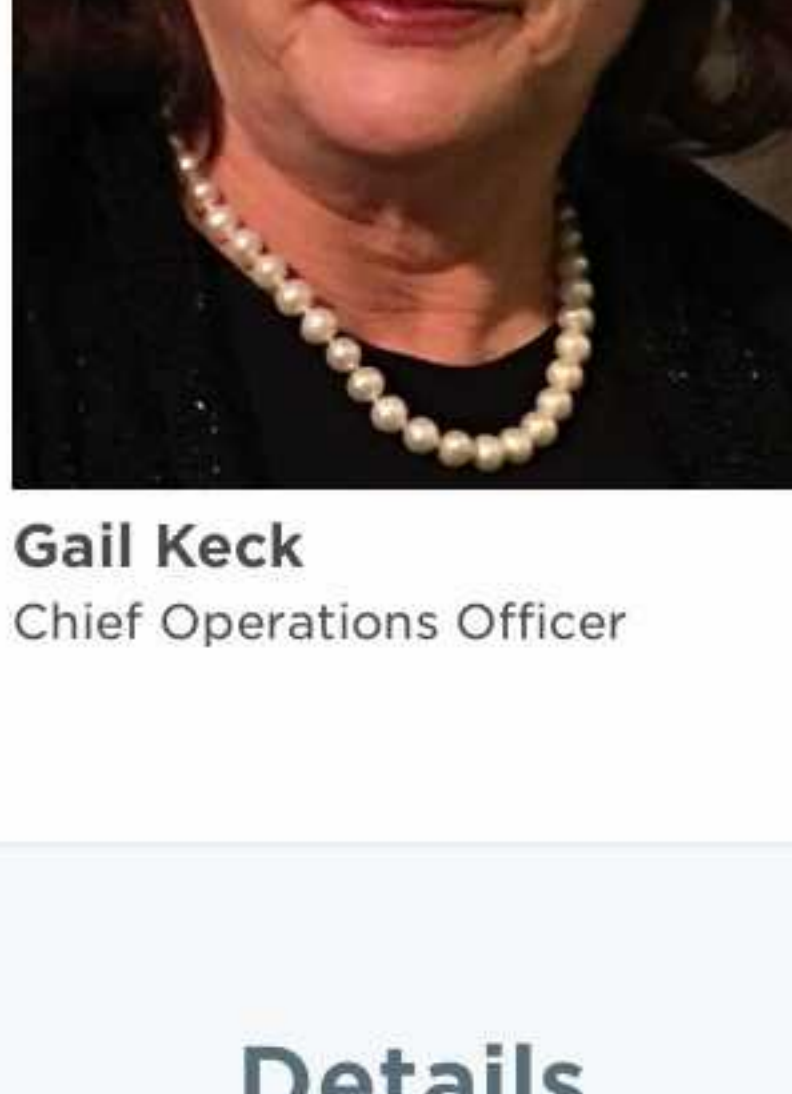
Thank You For Believing In Us

Kevin Keck Karen Baker Jeff Hare Ben Jensen Juan Carvajal Brizuela Jody Gistewitz Jeremy E. Kunzinger Bob McCubbin Laurie Tsoneskooy Richard Harr Adam G. Luhnner Dian Rogers Jennifer Lazo Mary Williams Brian Lehner Frederick Uhlend Christopher Paul Michael Collins Jeffrey Reed Ricardo Beltran Galitan Haunce Hershberger Allison Sherburne Ernesto Runas Margylene Happe Joel E Harris Talein Fortmullier David Gatema Paul Castro Andy Gonzalez	Chris Janzen Andrew Coppola Jesse Smith Yen M Chea Charles Leonard Jeffrey Ayers Schuyler Janzen Jeff Hung Christopher Vestin Jeffrey Smith Stephanie Little Jonathan Eastman Isaac Way Chris McCauley Sam Lehner Tim Bosley Ashley Uhlend Cliff Hammer Karen Flanigan Houawa Moua Joseph Parker William Conklin Robert Paul Maier Sharon King Kevin Lee Wilcox Josephine Stoddard Tom Kehshkian Susannah Martin Jane Johnson Collin Joseph Ruzin	Douglas Bolsover Heinz J Schwarz Nirum Frey Wayne Roberson Ajay Khanna Duncan Crabtree-Ireland Dustin Schouten Jimmy Britton Daniel Oberheu Cole Smith Matthew Way David Nash Christopher Carlisle Sean Drake Ariel Linden Alan Riquelmy Edward D Schroeder Russell G. Lewis Avinash Rajaraman Houawa Moua Curt Stamp Daniel Jaffe Jonathan Nigh Seraetoo Yaghmaee Stacie Clary Ron Cole Danielle Keller Jym Crowson Clarence Disharoon	Silas Smith Lynn Sheehan Kevin Keck Anthony A Cook April Ann Fong Renato Ben Marty E McCune Jordan Garrett Walton Egerton Emily Conlee Steven M Smith Christopher Hur Scott Casey David Haughin Claudia Capurro Ryan Chan Jared Arcant Mary H. Adams Anna Schwartz Angel Soto Amarillis Torres Christopher Eugene BEL Elliot P Frey Dmd Tim Ivey Christopher Anderson Susan Goodwin Debbie Hieke Ryan K. Sean Kelleher Travis Goodman	Luke Williams John Foster Audrey Oneshbach John A. Monaghan Alaina Telson James Minor Efrern Willis Cliff Williams Trish GONZALES Kenneth Alan Jackson, Jr. Clay Adams Barnard McCauley Terrence Brown Ruben Avila Erin King Alex Wright William P DeFlora Scott Hossley Chris M Mckoy Trish GONZALES Keith A Dughi Leslie Harman Billy J Linley Bruce Kehe Katie Henry Jill Bayer Blodgett Michael Scott Mitchell Stavensky Gaston Anna Vanderveen	Jessica Hutson Chinemelu Elonu Paul David Terry Nimble Jack Partners Che Clayton Bridget Gentleman Greg Hurtz Dr. Pats I. Hadzula-Okfor Howard W Thomas Cynthia J Butterfield Yuri Tajiri Aungwin Chiong Seng Saw Andy Rolfs Hayze Fowler-Riggs Ryan Nyrtique Demetrius Hunter Bob Surratt Mark Rackovan Eric Schreiber Scott Churchman Nicholas Vanarelli Lucy Ruth Wright Rivers Julie Tedde Paulo Menchaca Thomas Harding Brenna Goodwin Richard Jones	Christy Serrato Ben D. Emily Elizabeth Lambert... Laura Bruce Chris Bingham John H Abales Linda Abernathy Andrew Burger David Song Brian Guido Steven & Jane Orkand Anna Tosone Nancy Mori Grant Shibaue Thomas J Devlin Le Roy Edwards Amy H Young James And Cynthia Halle... Brendan Williams Peter Granger Christi Siff William HOWELL Grant A. Winter David Beckman Thomas Nichols Ann L Steiner Mungli Njoroge Jeff Shealey Jason Askenaze
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

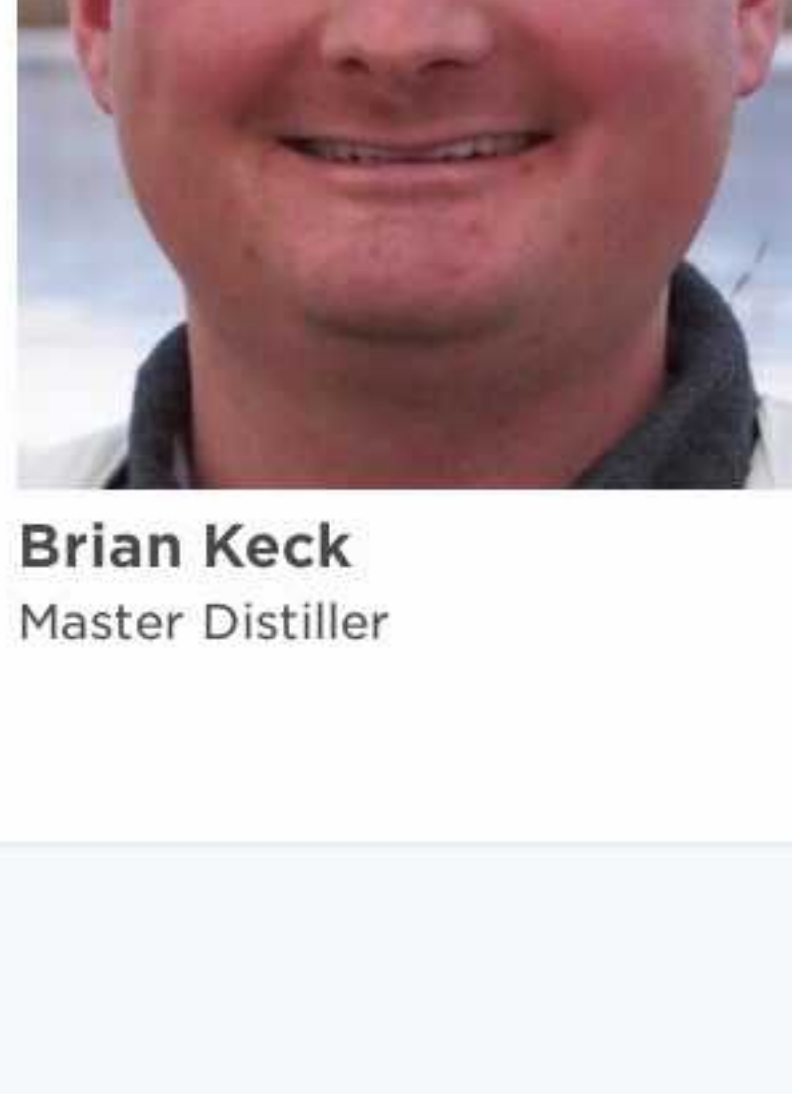
Thank You!  
From the JJ Pfister Distilling Company Team



Kevin Keck  
President



Gail Keck  
Chief Operations Officer



Brian Keck  
Master Distiller

Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Brian Keck	Master Distiller @ JJ Pfister Distilling Company	2016
Gail Keck	Finance Officer @ JJ Pfister Distilling Company	2016
<a href="#">Kevin Keck</a>	President @ JJPfister Distilling Company	2016

Officers

OFFICER	TITLE	JOINED
Brian Keck	Master Distiller	2016
Gail Keck	Chief of Operations	2016
Kevin Keck	President	2016