

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 placed in Kroger's, Albertsons, 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?

Report Card

The Good

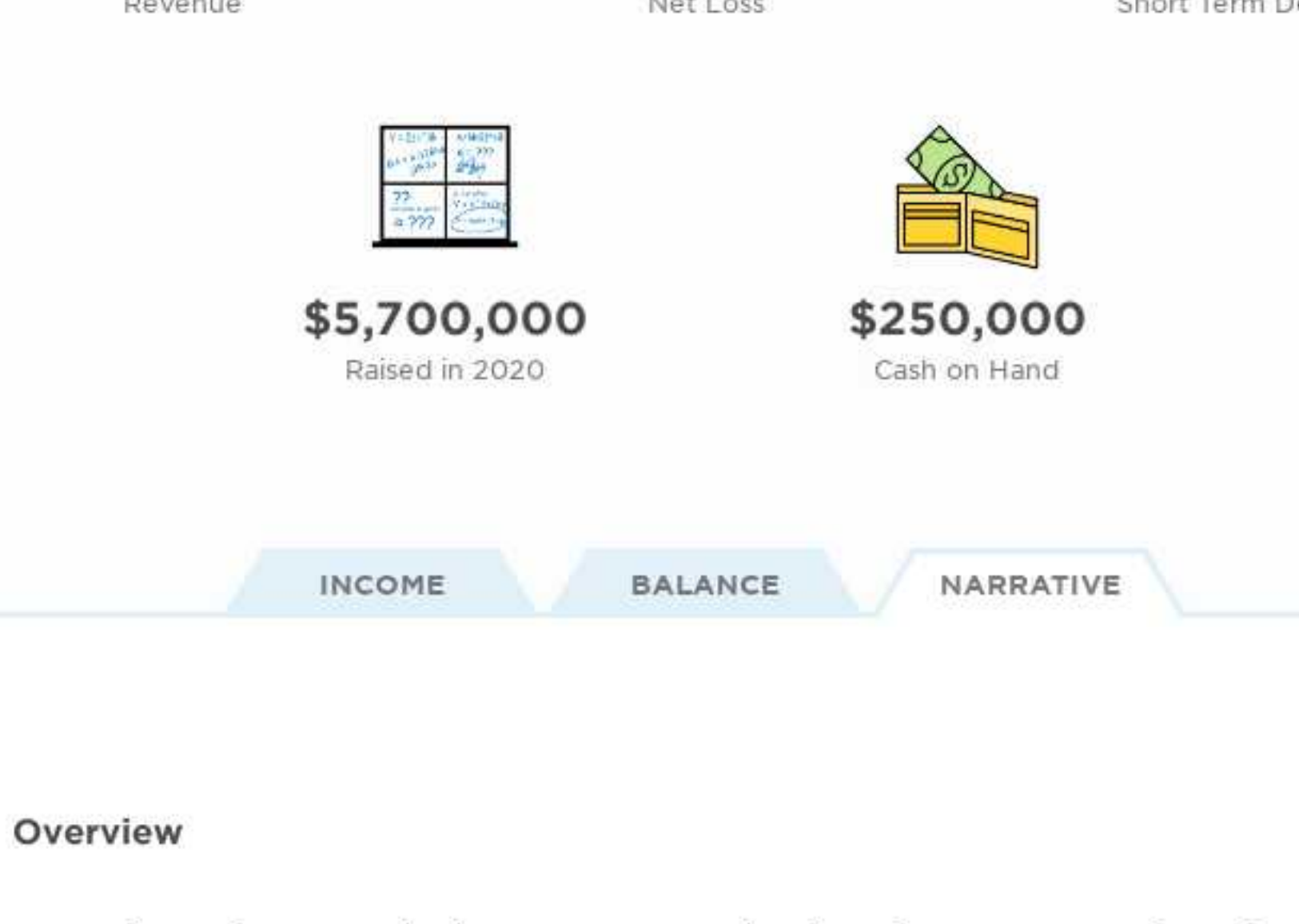
- We grew 200% despite the pandemic. We did this without employee terminations nor salary reductions.
- We got into the whiskey business big time. This will be a major revenue source
- We developed our humming visitor center. We expect at least \$250,000 yearly revenue, likely more.

The Bad

- We had sales doldrums between March and September due to the pandemic.
- On premise sales tanked hurting our sales. Restaurants and bars being closed hurt us
- We over produced hand sanitizer and had to wind down that business line. We donated a lot of our sanitizer to many entities.

2020 At a Glance

January 1 to December 31



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%

- [Profit_and_Loss.pdf](#)
- [Balance_Sheet.pdf](#)
- [JJ_Pfister_DSP_LLC_review_2018__2019_FINAL.pdf](#)

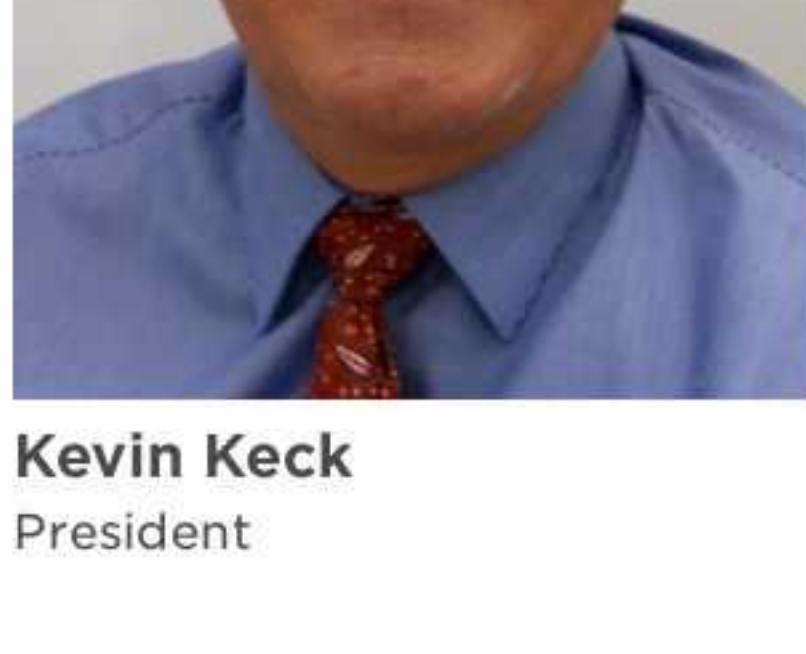
We ♥ Our 208 Investors

Thank You For Believing In Us

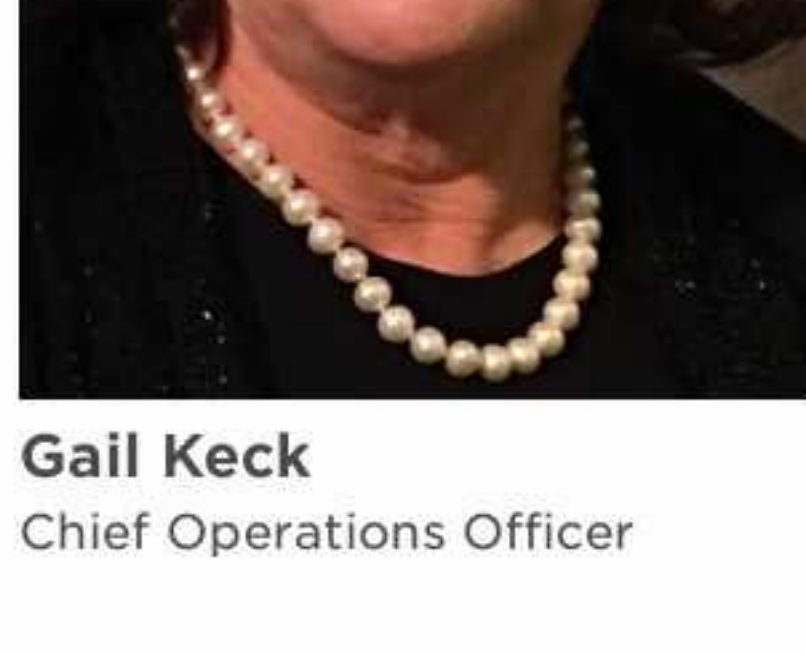
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|---|---|--|--|--|--|---|
| Kevin Keck
Karen Baker
Jeff Hise
Ben Jensen
Juan Carvajal Britzuela
Jody Gustawitz
Jeremy E. Kunzinger
Bob McCubbin
Laurie Trosnokoy
Richard Harr
Adam G. Lehner
Dian Rogers
Jennifer Lazo
Mary Williams
Brian Lehner
Frederick Uhlend
Christopher Paul
Michael Collins
Jeffrey Reed
Ricardo Beltran Galtan
Scott McCauley
Haunce Herzhberger
Allison Sherburne
Ernesto Ruma
Meryline Hays
Joel E Harris
Taleian Fortmuller
David Galama
Paul Castro
Andy Gonzalez | Chris Janzen
Andrew Coppola
Jesse Smith
Yen M Chea
Charles Leonard
Jeffrey Ayers
Schuyler Janzen
Jeff Hong
Christopher Vestin
Jeffrey Smith
Stephanie Little
Jonathan Eastman
Isaac Way
Chris McCauley
Sam Lehner
Tim Botley
Ashley Uhlend
Cliff Hammar
Karen Flanagan
Houawa Moua
Joseph Parker
William Conkalis
Robert Paul Meier
Sharon Pink
Kevin Lee Wilcox
Josephine Stoddard
Tom Keshikian
Susannah Martin
Jane Johnson
Collin Joseph Ruzin | Douglas Bolsover
Heinz J Schwarz
Niran 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 O Schroeder
Russell G. Lewis
Avinash Rajaraman
Houawa Moua
Curt Stamp
Daniel Jaffe
Jonathan Niah
Sarasoo Yaghmaee
Stacie Clary
Ron Cole
Danielle Keller
Jym Crowson
Clarence Disharoon | Silas Smith
Lynn Sheehan
Kevin Keck
Anthony A. Cook
April Ann Fong
Benato Ben
Marty E McCune
Jordan Garrett
Walton Egerton
Emily Conlee
Steven M Smith
Christopher Hur
Scott Casey
David Haughin
Claudia Capurro
Ryan Chan
Jared Arzani
Mary H. Adams
Anna Schwartz
Angel Soto
Amarillis Torres
Christopher Eugene BEL
Elliot P. Frey Dmid
Tim Ivey
Christopher Anderson
Susan Goodwin
Debbie Mierke
Ryan K.
Sean Kelleher
Travis Goodman | Luke Williams
Lynn Foster
Audrey Griesback
John A. Monaghan
Alaina Telson
James Minor
Efram Willis
Cliff Williams
Trish GONZALES
Clay Adams
Barnard McCauley
Terrence Brown
Ruben Avila
Erio Kong
Alex Wright
William P DeFlora
Scott Honsley
Chris M Mckoy
Trish GONZALES
Keith A Dughi
Leslie Harman
Billy J Linsley
Debra A. Jaynes
Frederick Radcliffe
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 Gentlesman
Greg Hartz
Dr. Paul I. Hadzija-Okfor
Howard W Thomas
Julie Linn Cain
Cynthia J Butterfield
Yuri Tajiri
Aungwin Chiong
Seng Saw
Andy Rolfs
Hayze Fowler-Riggs
Ryan Nystique
Demetrius Hunter
Bob Surratt
Mark Rackovan
Eric Schreiber
Scott Churchman
Nicholas Vanarelli
Lucy Ruth Wright Rivers
Julie Tedde
Paulo Manchaca
Thomas Harding
Brenea 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 Shibus
Thomas J Devlin
Le Roy Edwards
Amy H Young
James And Cynthia Hall
Brendan Williams
Peter Granger
Christi Siff
William HOWELL
Grant A. Winter
David Beckman
Thomas Nichols
Ann L Steiner
Mungu Njoroge
Jeff Sheeley
Jason Askenaze |
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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
Kevin Keck	President @ JJPfister Distilling Company	2016

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