

# CALIFORNIA

Hand-Crafted Spirits



GEIJER GLOGG INC.

Contact: Martin Geijer  
martin@geijerspirits.com

Q2/Q3 2020 INVESTOR PRESENTATION  
Property of Geijer Glogg Inc. – Private and Confidential



# About us

It all started with a Swedish family recipe and a desire to share our Glögg Liqueur with the world. We loved working with craft spirits, and before we knew it, we were ready to launch a few more exciting products - this enterprise became Geijer Spirits. A family of products that is truly unique in its approach, of the highest quality that brings base spirits to life



**“A truly unique family of products with limitless craft applications”**

-Andrew Meltzer, - President USBG San Francisco Chapter

**“In short, it seems like Geijer can’t help but have good timing”**

- Will Shenton, - Bevvv

**Aquavit is “like a botanical gin without the juniper,”**

- Jacob Grier, - Creator of Aquavit Week

## Products

- All natural ingredients
- Scandinavian products are a “hot” market space
- Award winning
- Hand-Crafted in California



**“California Fernet you say? Well. It's f\*\*king delicious. ”**

-Sother Teague, - Wine Enthusiast's Mixologist of the Year (2017), Author of *“I’m Just Here for the Drinks”* & Beverage Director of Amor y Amargo

**“California Aqua Vitae is the best Aquavit I have ever tasted”**

- Roberth Sundell, - Executive chef and owner of Pläj.

**“San Francisco consumes more fernet than anywhere else in the US”**

- Joe Starkey, - Thrillist San Francisco





# Handmade in California



Production, bottling and labeling are done by hand in San Carlos, CA



Our products are produced on a 600-L hybrid still



Enjoyed by all!

All-Natural and craft distilled in micro-batches using the finest selected botanicals – locally sourced when possible.



# Key Customers

Bar/Restaurant

Hotel/Resort

Retail



RAISED BY WOLVES



SAN FRANCISCO  
**PROPER**  
HOTEL

**ACE HOTEL**  
**DOWNTOWN**  
**LOS ANGELES**



HOTELS



**BevMo!**



**Total**  **Wine**  
& MORE

**CASK**





# Awards and Opportunities



2018 and 2019 - Top Ten Craft Specialty Distillery as  
voted by USA Today readers



2018 Gold medal for our California Fernet\*

2020 Best of Class for California Falernum\*\*  
2020 Best of Category for California Falernum\*\*  
2020 Gold Medal for California Falernum\*\*



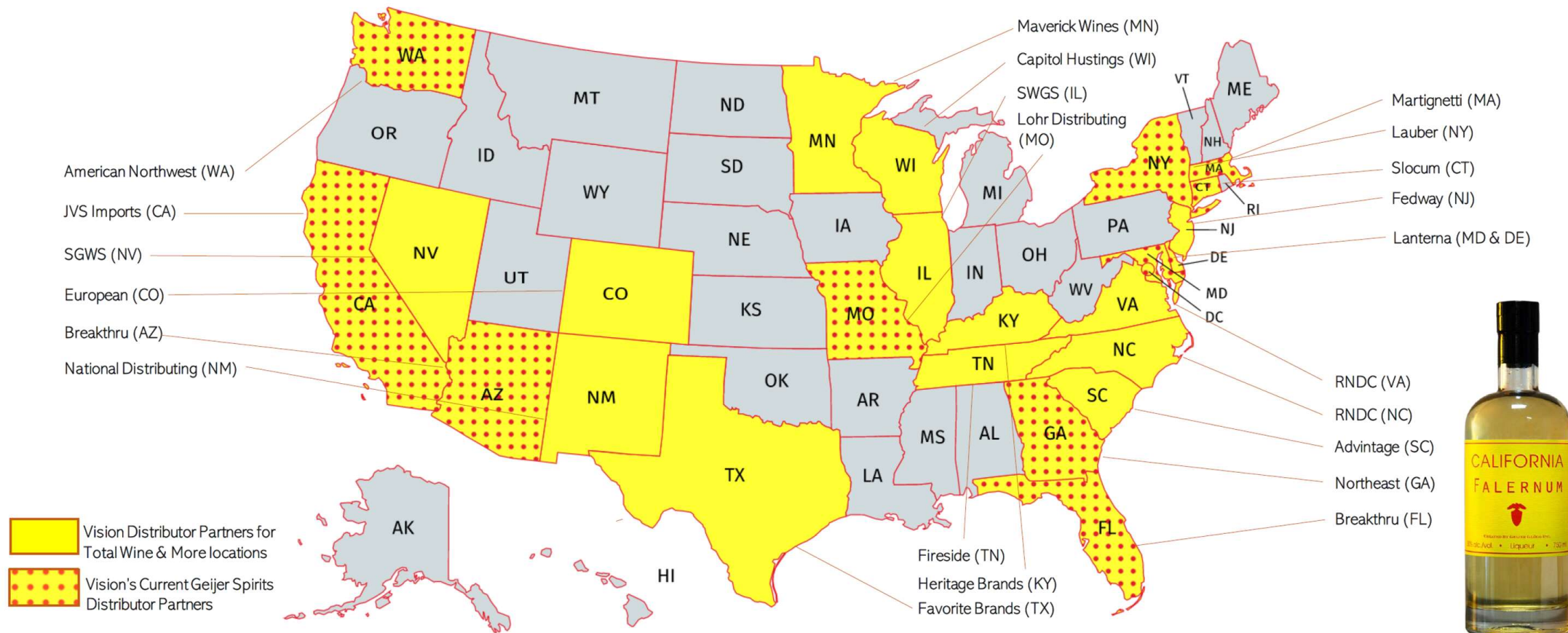
\*Products awarded a Gold medal are exceptional. They are near the pinnacle of achievement in their particular category.  
They are products that set the standard for all others of their type.

\*\* Best of Class products in the ADI 2020 competition awarded us with the opportunity to work with Total Wine & More  
on a National level, where we are rolling out Texas, Florida, Washington, California, Arizona and New York for both the  
Fernet and the Falernum.



# Support from Vision (A Martignetti Company)

## CALIFORNIA FALERNUM US DISTRIBUTION OVERVIEW BY STATE





# Overall Company Status

## Current Team of 1

(Working a full-time job on the side)



## 1 Small distiller – Coastal Spirits

(Recently invested in equipment to tenfold production)



## 1 National Importer

(Managing the distributor relations across the US)



## 1 National Retail Chain

(Rolling out products in 6 main states)



## Reach beyond average Craft Spirit maker

(It's hard getting national attention)



## 100% Self-Funded

(Owner funded)



## No Current Debt

(Revolving Credit Only)



## \$80K Inventory

(Product Ready for Delivery)



## Six Figure Sales

(2019 Record Sales and Momentum until  
Mid March 2020 – COVID slowdown)



## Low Risk Opportunity

(Company in Healthy Position vs Many  
Competitors)





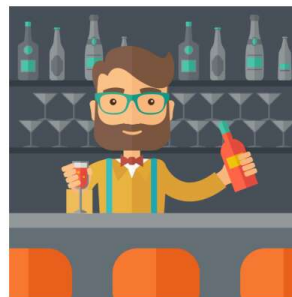
**Sep 17, 2019**

(Announced our collaboration with Vision Wine & Spirits to help us move from single state to nationwide)



# Use of Funds

100% will be used on market expansion



FY20 Growth targets with new deal and BA's



COVID will have a short term impact – focus has shifted to off-prem

**1<sup>st</sup> year investment – 3 BA's**

(\$145K/yr)

Focus on off-prem and slow recovery in on-prem will likely lead to a small growth in FY20

## Educational Brand Ambassadors in Key markets

(Targeting key markets, Los Angeles, San Francisco, New York, Miami and Austin – trendsetting craft cocktail markets)



## Layered in off-prem

(Winning best of Class for Falernum opened up the doors to work with TW&M nationally – currently in 116 stores)

**May 15, 2020**

## Continued growth will come from focusing on adding Brand Ambassadors in new key markets

(Following distributor and market expansions with BA's)

Adding BA in New Markets

Adding New Markets



**FY21 Growth: 300%**  
**FY22 Growth: 159%**  
**FY23 Growth: 126%**  
**FY24\* Growth: 106%**

\*20K 9-Liter Cases





# Brass Tacks

Best of class products in an underserved market segment

- Unique modifiers that bring base spirits to life
- Triple digit \$ growth 2 years in a row
- Quadruple growth in number of accounts
- National distribution support
- Contract with large National Chain
- Debt free
- Seventh product ready to be released (Amaro)

California is the largest Craft Spirit market in the US

- 12% of total US market
- \$444M (2017)\* (US Craft Spirit Market: \$3.7B)
- \$2.2B (2024)\* (US Craft Spirit Market: \$18.7B)

Home market and branding is California specific

- Huge home market potential with locally branded products
- California branding works well in the US and abroad – reach is global

Craft Spirit market is growing fast

- Craft Spirit growth CAGR estimated at 26%\* between 2018-2025

\*Craft Spirits Data Project - American Craft Spirits Association





# Team (Local)



## Brad Plummer

Founder, Head Distiller, Coastal Spirits LLC.

- Craft Distiller
- Editor in Chief, Distiller Magazine
- Spirit industry writer and Publisher
- Consultant to American Distilling Institute
- Product Developer for Gin, Vodka and Geijer Spirits California brand.



## Martin Geijer

Founder, Geijer Glogg Inc.

- Founder Geijer Glogg Inc.
- 5- years experience working in the spirit industry
- Director of Finance at Asian Art Museum
- Managed Corporate FP&A Department for a \$500M/Revenue company



## Simon Wilhelmsson

First Brand Ambassador for Geijer Spirits

- Familiar with all expressions
- Bartender and barback at 3 San Francisco classic bars
- Opened a number of accounts via his network – prior to being brought onboard (paid)

Vision Wine & Spirits (A Martignetti Company) has an experienced team of 12 working with distributors across the us – supporting both national and international brands.

Vision handles all back office, compliance and logistics for Geijer Spirits.

# Team (National)





# Contact Information

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## Appendix



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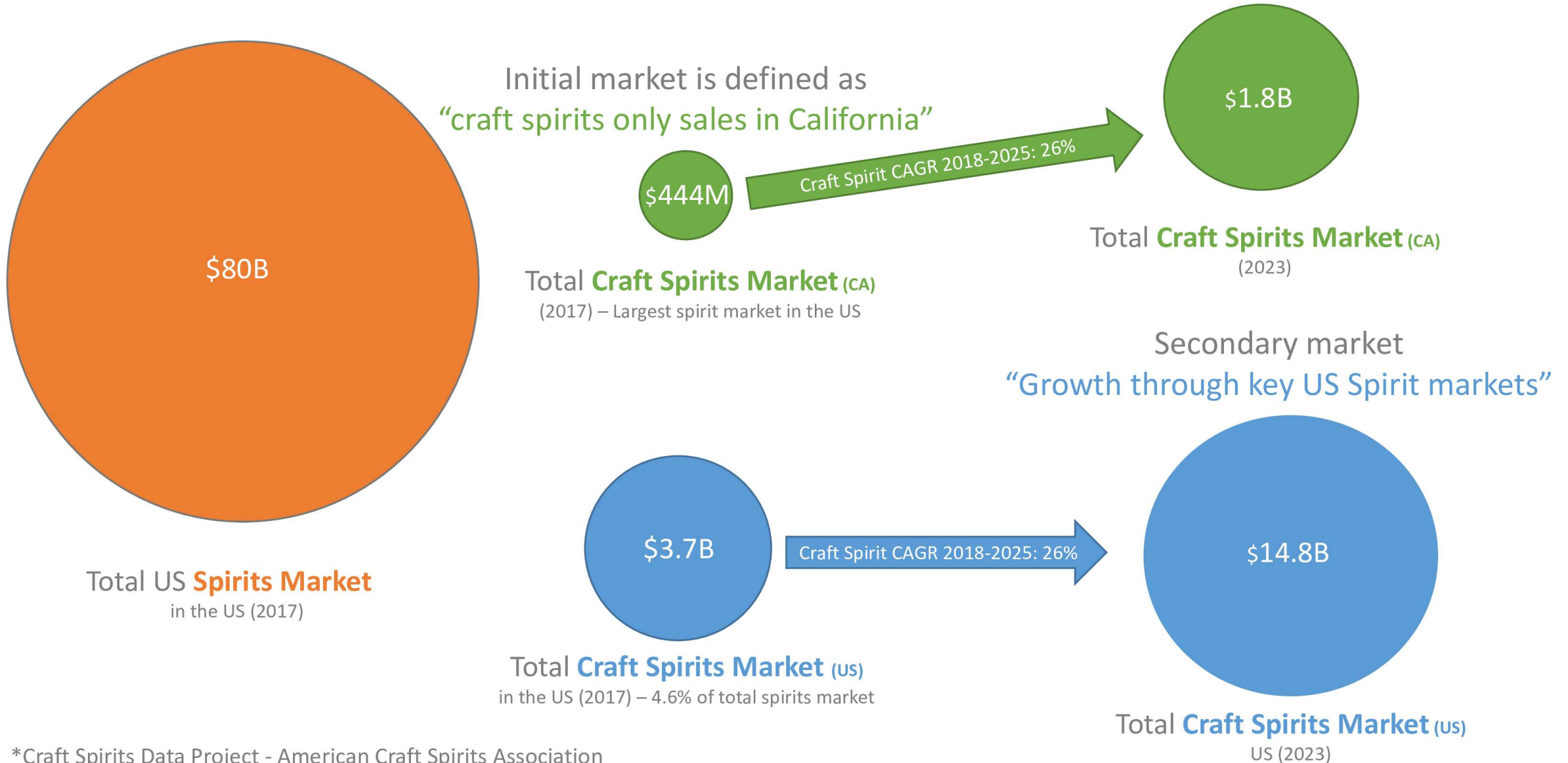
# Comparable Acquisitions

Brand	Category	Buyer	Year	Revenue (\$MM)	Price (\$MM)	Valuation (Multiple of Revenue)
Hypnotic	Liqueur	Heaven Hill	2005	\$ 2.2	\$ 40	18.0X
42 Below	Vodka	Bacardi	2006	\$ 7.0	\$ 91	13.0X
Chambrod	Liqueur	Brown-Forman	2006	\$ 15.6	\$ 255	16.3X
Cabo Wabo	Tequila	Campari	2007	\$ 9.5	\$ 91	9.6X
Ultimat	Vodka	Patron	2007	\$ 2.4	\$ 17	7.1X
Kettle one	Vodka	Diageo	2007	\$ 214.3	\$ 1,800	8.4X
Svedka	Vodka	Constellation	2007	\$ 45.7	\$ 384	8.4X
Effen	Vodka	Jim Bean	2009	\$ 10.0	\$ 68	6.8X
Leblon	Cachaca	Bacardi (30%)	2010	\$ 2.0	\$ 12	20.0X
Zacapa	Rum	Diageo	2010	\$ 12.7	\$ 200	15.8X
Skinny Girl	Vodka	Beam	2011	\$ 8.0	\$ 90	11.2X
Average - All Brands						12.2X

Sources: Double Cross Presentation, Park Street, TTB



# Addressable Market







# Growing the CA Market Share



**2018-2025 CAGR: 26%\***



# Growing the US Market Share



**2018-2025 CAGR: 26%\***