

# PIT LIQUOR®

## QUENCH YOUR STENCH

**Natural, effective whiskey  
deodorant**

**Erica Feucht, CEO**

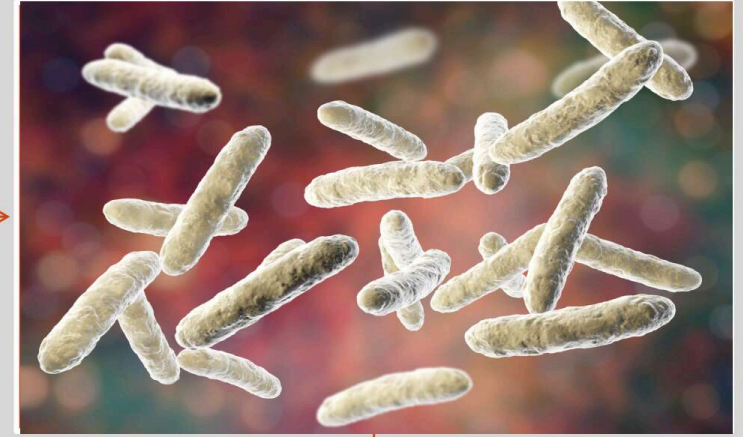
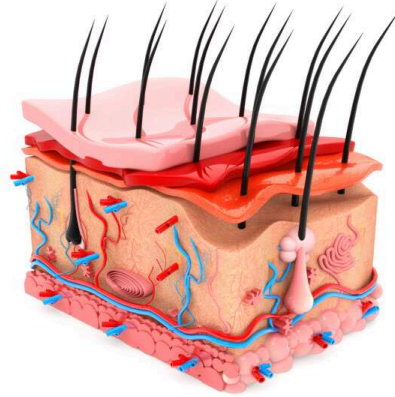
**Distilled Bath & Body LLC**





# Why Do Our Pits Stink?

**PUBERTY**



# THE DEODORANT CONUNDRUM

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**PATENT  
PENDING**



**100%  
Natural**

**Conscious  
Product**

**86% Profit  
Margin**



# Why Does It Work?

**70%  
Alc/vol  
Liquor**

**Arrowroot**

**Sea  
Salt**

**Organic  
Teas &  
Roots**

**Organic  
Plants &  
Spices**

**Organic  
Essential  
Oils**









**It's a Stinkin'  
Huge Market**

**US  
Deodorant  
Market 2018  
\$66B  
(Mintel)**

**5% CAGR**

**US Natural  
Deodorant  
Market 2018  
\$6.4B  
(Mintel)**

**12% CAGR**

**Pit Liquor:  
Tripling  
Annually**



# Viral Marketing: You Know It, You Love to Share It

Squatty Potty



The best poop of

Sales grew from \$17K to \$33M in 6 years (CNBC)

Dollar Shave Club

OUR  
BLADES  
ARE  
F\*\*KING  
GREAT



Sold for \$1B  
(Entrepreneur.com)



Valued at over \$400M  
(Inc.)



**3x Growth**

**3 Years in a Row**

**Despite a Global Pandemic**

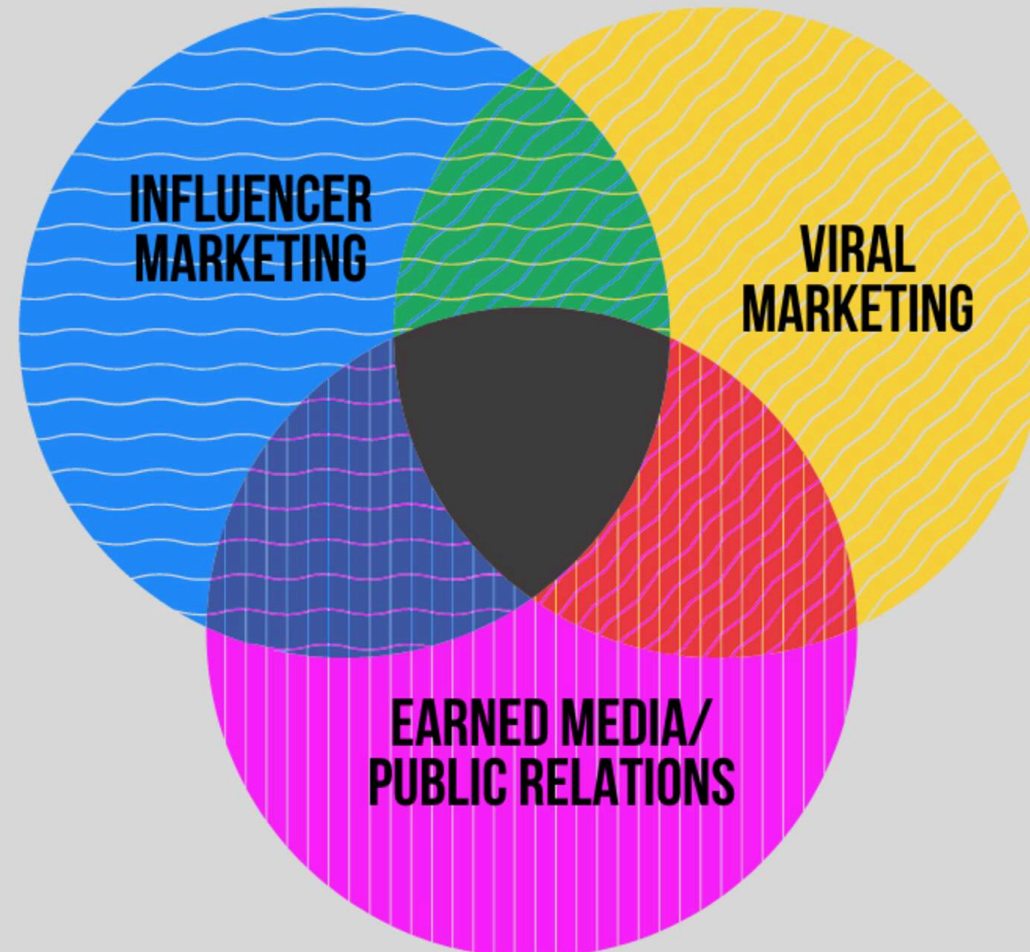
# 2021 Marketing Strategy: A Comprehensive Approach

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**Viral Marketing**  
Tested, Working,  
Expanding to Video

**Earned Media**  
Strong visibility to date  
with minimal spend.  
Expand to national outlets.

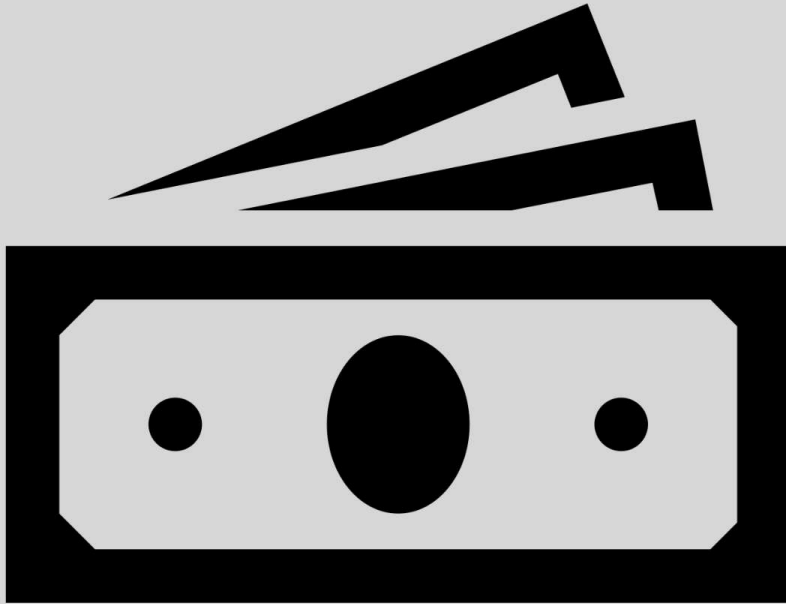
**Influencer Marketing**  
Related brands see  
valuable ROI.  
Explore and test in 2021.





# Last Month: Raindrop Partnership Secured

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**\$100K= TOF Asset**



**Scaled Dr Squatch and others**

**Raindrop Marketing**

# Food-based Companies are Getting Acquired

\$100M P&G

NATIVE

\$100M Unilever

**schmidt's**<sup>TM</sup>  
NATURAL DEODORANT

**DTC Online Natural Deodorant**

- 
- **560 mergers & acquisitions**  
(Capstone Headwaters)
  - **Avg 3-7 years to sale**

\$500M Unilever



TATCHA

\$200M+ SC Johnson

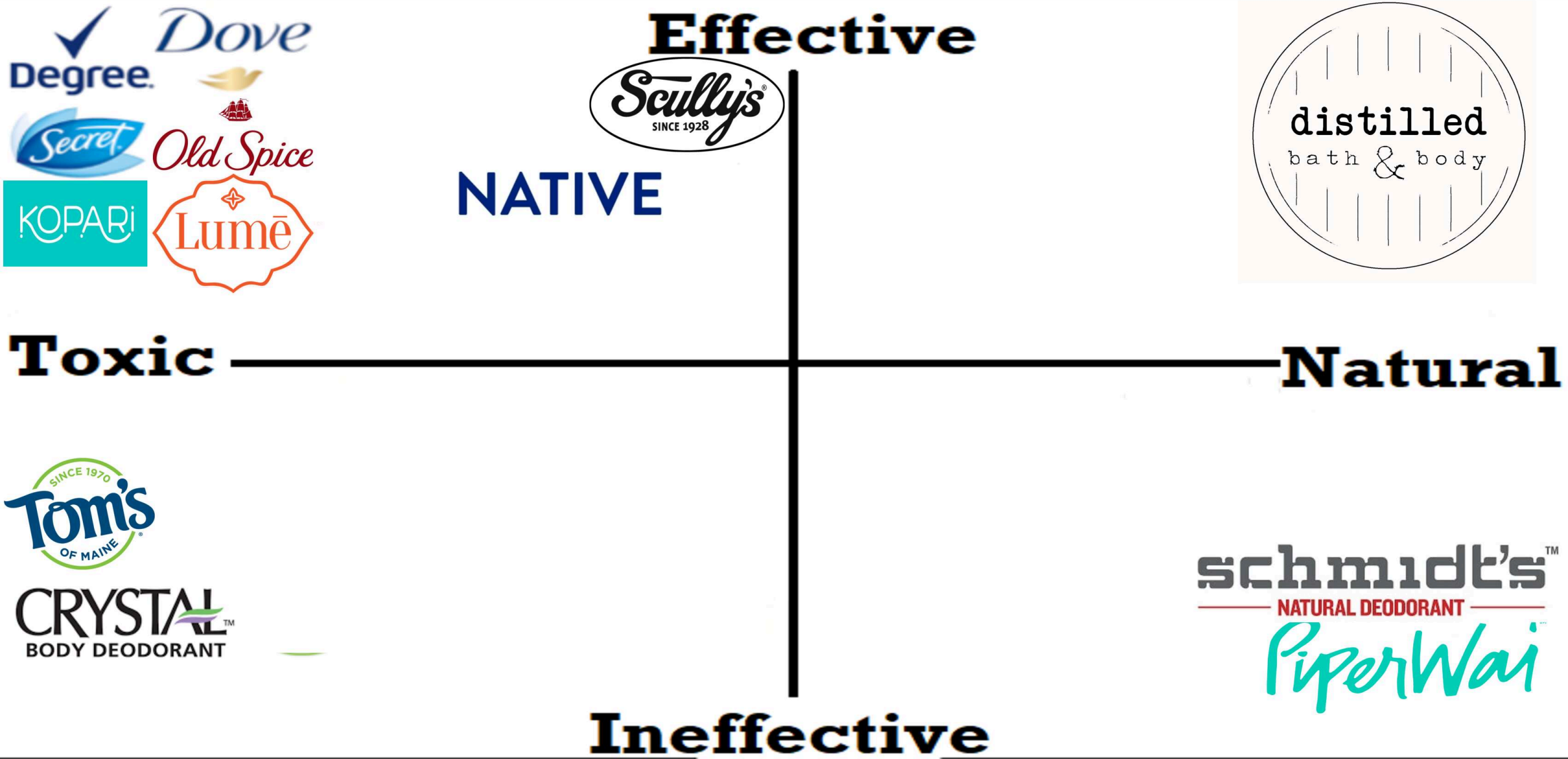


**method.**  
CLEAN HAPPY

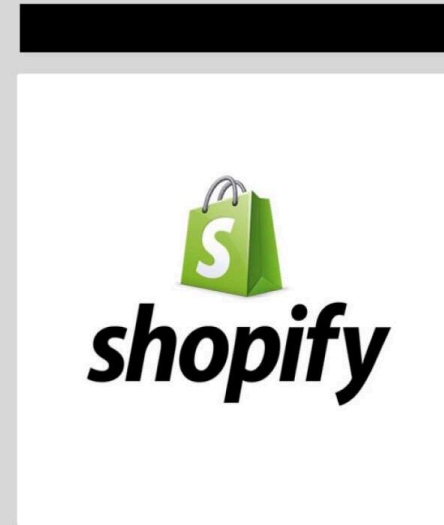
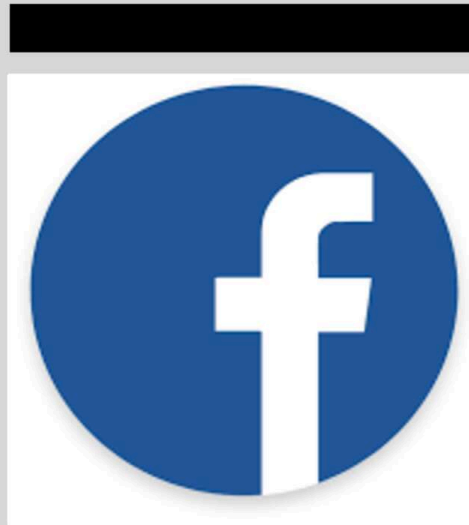
**Natural Health/Beauty**



# The Stink League



# Direct-to-Consumer Sales Channels

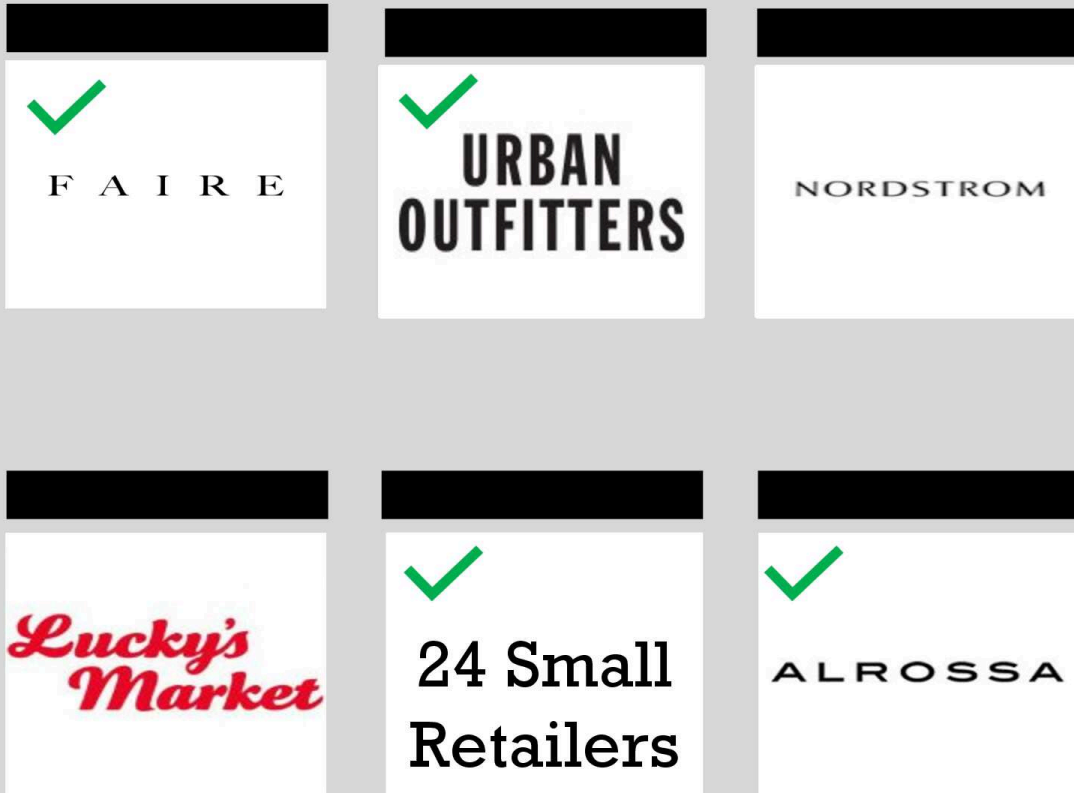


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I'm genuinely impressed by this product. I started out with the Whiskey Lavender spray bottle. It takes care of the stink! My husband can attest. I'm ordering a refill!"



# Wholesale Partners



# Wholesale Pipeline



✓ These retailers initiated contact with us. All were retained through Covid-19.



**Erica Feucht**  
**CEO**

**Misty Huss**  
**Future Director of**  
**Sales & Operations**



# **The Pit Crew:**

## **Now Hiring!**



**Erica Tardiff**  
**Supply Chain Manager**



**Jason Feucht**  
**COO, Product Developer**





**Nancy  
Richardson**

**Otterbox, Blue Ocean**

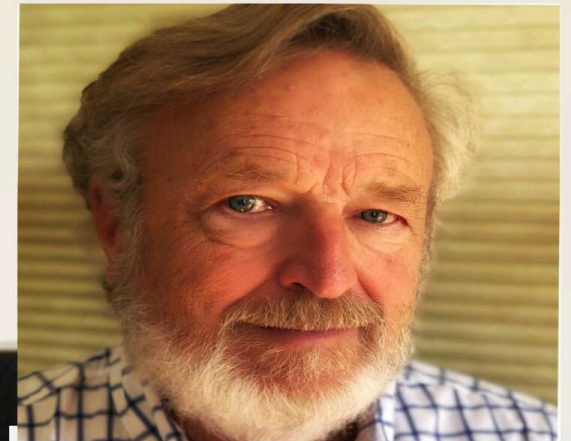
**Jamba Dunn**

**CEO: Rowdy  
Mermaid**



**Dick Barton**

**C-Level Leadership  
with Multiple Exits**



# Advisors



**TrueSpace**

**Gallup-research-based  
firm helping CEOs  
scale to middle market**

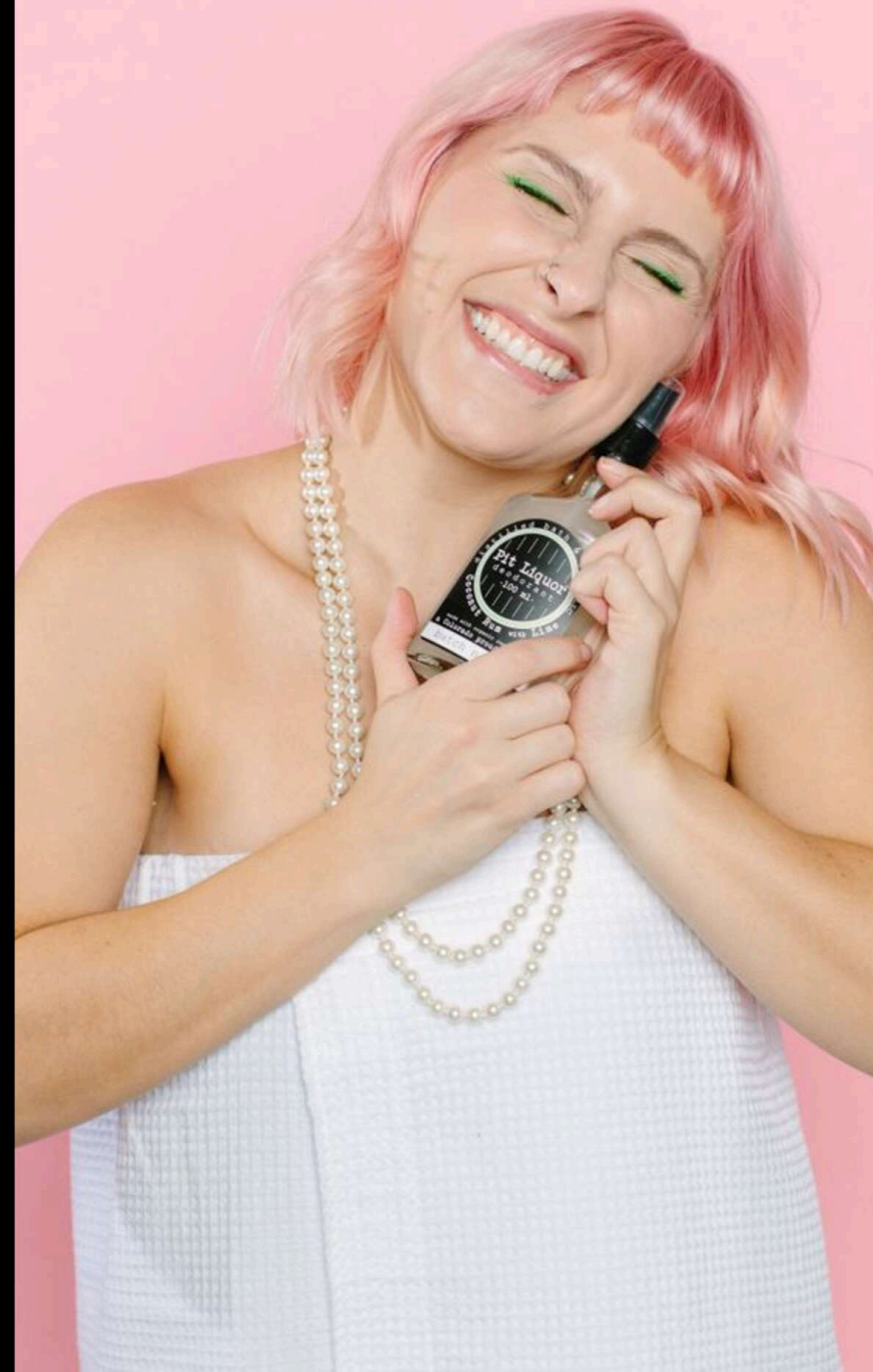
**Fabian  
Geyrhaltr**

**Brand Expert: Acura,  
Goodwill, Honeywell,  
Warner Bros, etc.**





Quench  
your  
stench





# Appendix



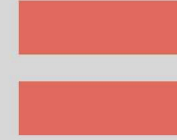


**Traditional  
Deodorant**

Fragrance



Toxic  
Slurry



**Cancer  
but no  
stink!**

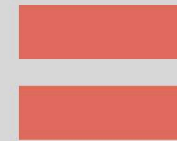


**Natural  
Deodorant**

Essential  
Oils



Baking  
Soda



**Rashes  
&  
Stank**



## Viral Marketing: You Know It, You Love to Share It



Erica Feucht  
CEO, Owner

Dakota Pederson  
Director of Operations



**The Pit Crew**  
Go ahead, smell our pits!



Gillian Herrle  
Social Media  
Manager

Jason Feucht  
CTO, Product  
Developer, Owner

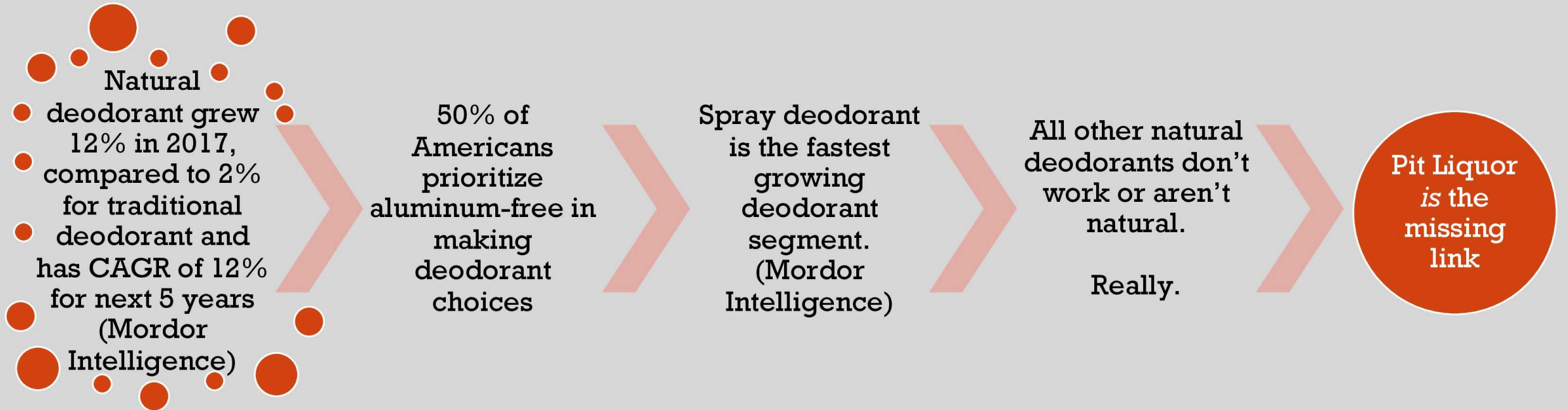


“The latest crop of new [health and beauty] brands are taking a different approach to developing their businesses. They are focusing much more on selling direct-to-consumer and less on selling in retail stores. Although they haven’t eliminated traditional retail completely, they are doing it more strategically either to build awareness or to generate revenue to get to scale faster.”

**-Forbes**

Article by Richard Kestenbaum, September, 2019

# TRADITIONAL DEODORANT vs NATURAL DEODORANT





# PIT LIQUOR: THE PITS AND BOLTS



- **Direct to consumer**
- **86% Profit Margin**
- **Innovation-based**
- **Thorough research**
- **2X ROAS on ads**
- **Customer-oriented**
- **Viral fan base**
- **Sniff-test (click)**
- **FAQs (click)**

