

The background of the entire image is a solid blue color. Overlaid on this background are several stylized, light blue line drawings of leaves. The leaves are of various sizes and orientations, some pointing upwards and others downwards, creating a natural, organic feel. The main text 'ARISTOTLE' is written in a large, bold, serif font, with the word 'spirits' in a smaller, cursive script font positioned below it. The text is a light blue color, matching the leaf outlines.

ARISTOTLE

spirits

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US Spirits Market Trends

The Industry is dominated by large producers with the top seven spirits producers account for over 60% of the U.S. spirits market. Further consolidation is expected to continue.

The rise in creative, innovative cocktails and the growing “cocktail culture” in the U.S. have helped make super-premium liquors trendy. Consumers, particularly millennials, are bypassing the value and premium liquor in search of high-end, super-premium products.

Craft spirits are filling that gap

Retailers and wholesalers are optimistic about the future growth of craft spirits, believing the market can perform as well or better than craft beer. In fact, 60% of wholesalers think that craft spirits will become more relevant to the liquor industry than craft beer is to the beer industry



Problem Statement



Spirits industry is dominated by massive corporate conglomerates and product offerings are converging on a mean (much like beer industry in the past).

Cultural convergence of industry leaves lack of authentic artisanal stories.

The market craves differentiation and unique flavors

Solution





Meet The Founder

Jake Howland | Founder & CEO

Jake Howland brings passion and precision to Aristotle Spirits. He founded the distillery after a chance gift of unaged whiskey to age on his own sparked a lifelong hobby. At Aristotle Spirits he has been the recipe developer and head distillery for 11 time gold/double gold winning spirits products as major competitions such as the San Francisco World Spirits Competition, the American Craft Spirits Association Awards, and the John Barleycorn Awards.

Prior to Aristotle Jake worked in the pharmaceutical industry for 17 years, leading the product development and commercialization teams and acted as the head author of the manufacturing sections for two successful New Drug Applications (Bevespi and Breztri)

He earned his B.S. in Chemistry from Vanderbilt University and his MBA from Meredith College.





Market Opportunity

US Spirits Market

\$170 Billion
7.7% projected 5 yr
CAGR

US Craft Spirits Market

\$7.5 Billion
Prev. 5 yr CAGR 16.5%
20% projected 5 yr CAGR

Aristotle Spirits

\$3-5 Million 5th yr
projected revenue



Our Brand

Founded on the principles of Aristotle's "golden mean."
Achieving balance in all things



*The best things are placed
between extremes - Aristotle*



Products



Aristotle Spirits Vodka & Habanero Vodka

- Produced from Barley
- Winners of Gold at John Barleycorn



Discovery Bourbon & Single Malt Whiskey

- Bourbon Finished in Apple Cider Oak
- Winner of Double Gold
- Single Malt grain mix selected for unique chocolatey finish



Philosopher Gin & Bourbon Barrel Aged Gin

- Recipe includes 10 botanicals for a Citrus forward flavor profile
- Gold medals at SF World Spirits Comp
- Silver at ACSA
- Barrel Aged Gin 2022 Gin of the year - John Barleycorn



Explorer Navy Strength Rum

- Bottled at 120 proof
- Molasses and Evaporated Cane Juice recipe
- Gold and best Rum Fall 2022 - John Barleycorn



Market Strategy

First 18 Months

Initial focus on high margin sales and in state distribution

Build social media presence and build brand recognition with awards and promotional events

2023

eCommerce build and continue in state momentum

- Digital marketing is key with monthly spend of \$2-4k with geographical and consumer profile targeting
- Influencer marketing relationship building - skew to local influencers

2024-2025

Leverage eCommerce sales data and existing relationships to **market into NY, NJ, FL, SC or CA with a new state coming online every 6 months**

Each newmarket will require initial lumps of promotional spend, and local brand ambassadors/influencers

Position Company for next round with new market penetration

2026 onward

New distribution relationships and sales staff builds leveraged to build on a new state every 3 months based upon existing eCommerce data, market size and opportunity

Further Production and sales capacity build needed from next funding round



5 Year Financials

| | 2023 | 2024 | 2025 | 2026 | 2027 |
|---------------|------------|-----------|-------------|-------------|-------------|
| Growth Rate | 80% | 60% | 40% | 65% | 65% |
| Sales | \$551,673 | \$882,677 | \$1,235,748 | \$2,038,985 | \$3,364,325 |
| Cost of Sales | \$122,802 | \$190,344 | \$256,964 | \$411,142 | \$657,828 |
| Selling G&A | \$429,624 | \$532,733 | \$617,970 | \$778,643 | \$981,090 |
| EBIT | (\$753) | \$159,600 | \$360,814 | \$849,199 | \$1,725,407 |
| Taxes | \$53,525 | \$141,921 | \$246,770 | \$496,021 | \$931,914 |
| NOPAT | (\$54,277) | \$17,679 | \$114,044 | \$353,179 | \$793,493 |



Momentum/Timeline

