

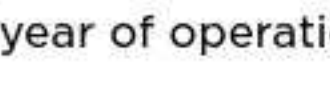


## INVEST IN ABSTINENCE SPIRITS USA

# Botanical inspired nonalcoholic spirits, bringing sophistication & flavor to every drinking occasion

[abstinencespirits.com](https://abstinencespirits.com)

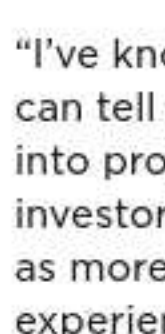
Oakland, CA



## Highlights

- 1 \$550K revenue run rate in 2024, our second year of operations, with 103% growth in DTC
- 2 50,000 bottles shipped to date, and growing
- 3 Updated to all-natural preservatives, perfectly positioning product for natural grocery channel
- 4 Two products awarded Gold and Double Gold at the prestigious San Francisco World Spirits Competition
- 5 Our Blood Orange Aperitif was named a must-try aperitif in both alc and non-alc categories by SFWSC
- 6 Team with CPG and retail expertise from SAB Miller, e.l.f. Cosmetics, and Walmart

## Featured Investor



**Dayna Shi** **Syndicate Lead**

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Invested \$20,000

Experienced Finance leader specializing in scaling companies from pre-revenue to public

"I've known the founding team of Abstinence Spirits USA for almost 10 years, and I can tell you—they know how to execute. I've seen them put their heart and expertise into projects before, and this one is no different. That's why I'm excited to be an early investor and invite others to join in too. The non-alcoholic spirits market is taking off as more people look for healthier drink options that don't compromise on flavor or experience. Abstinence Spirits has created something really special with its unique, botanical flavors that are a true 1:1 replacement for alcohol. It's extensive product range feels premium, crafted with care, and stands out from the typical options on the shelf. Plus, today's consumers want more sustainable and mindful choices, and this brand checks those boxes. With a focus on quality ingredients with no chemical preservatives, it's the kind of product that aligns perfectly with what people are looking for right now. I'm investing because I believe in the team, the product, and the market opportunity. This is your chance to get in early on a growing trend with a brand that has the potential to make a big impact. If you're excited about where the beverage industry is headed and want to be part of something new and innovative, I'd encourage you to join me in supporting Abstinence Spirits USA."

## Our Team



**Ranwei Chiang** CEO & Chairperson of Board

Supply Chain and Operations leader in high-growth CPG companies focused on digital and retail expansion in the US and abroad.



**Delta Croudace** VP Revenue & Operations

Category and product leader at Walmart.com and Extend, a venture-backed startup that enabled protection products for more than 600 leading brands.



**Gary Leibowitz** Strategic Growth Advisor

25 years experience in the Bev Alc and broader food & beverage sectors. Senior Advisor to McKinsey & Company's consumer practice. Chief Strategy and Transformation Officer at Unilever. Previously SVP Business Performance Insights at SABMiller/MillerCoors.

## Non-alcoholic Spirits you'll Love



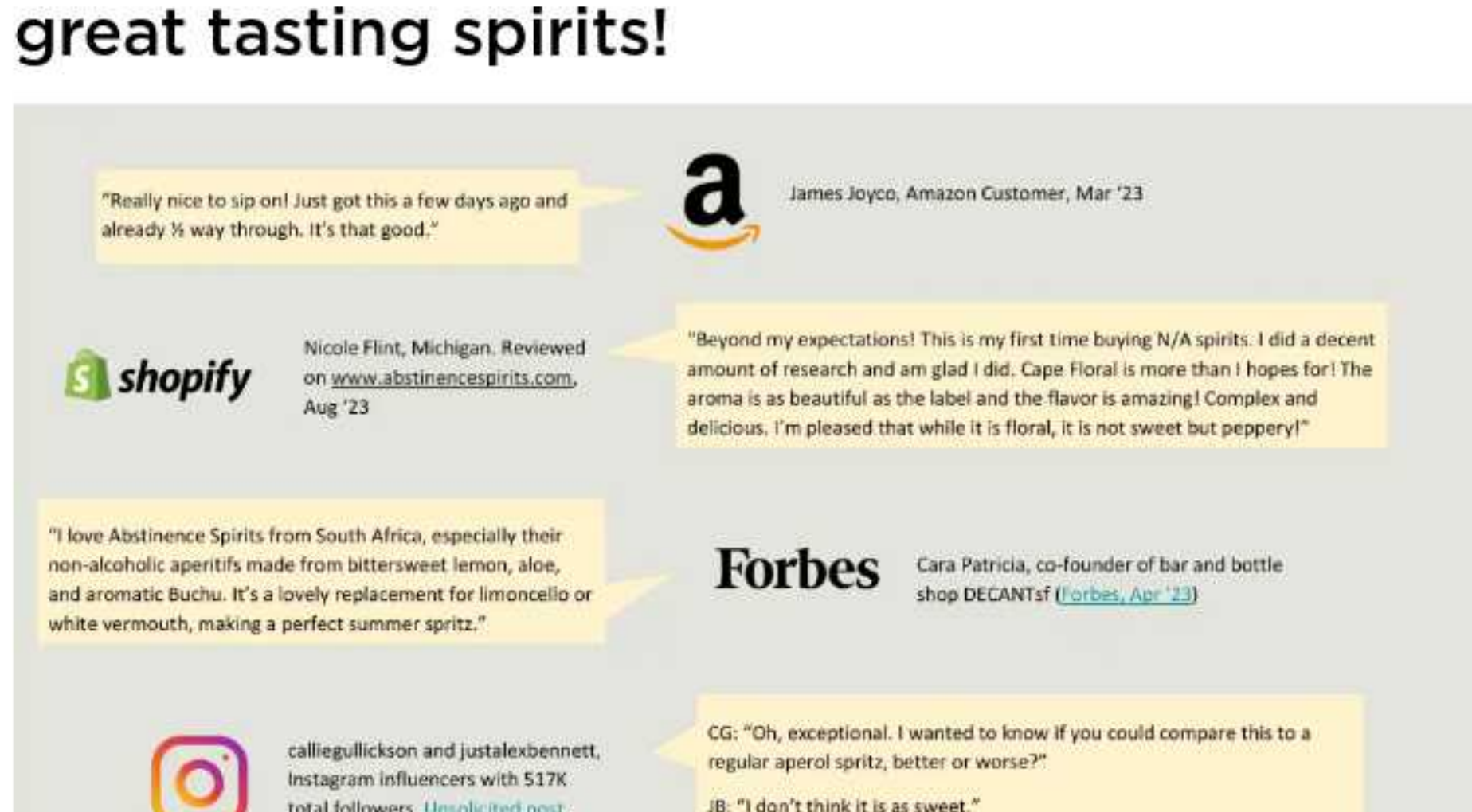
We love being the brand that give you all the flavor and sophistication without lots of sugar and artificial flavors, colors, or preservatives. Our distinct botanical inspired flavors will delight your taste buds and are easy to swap in when you're avoiding alcohol.



**Social occasions revolve around food and drink.**  
People who want to drink less feel excluded due to lack of sophisticated, non-alcoholic, adult beverage options

**Abstinence Spirits provides easy to use spirit alternatives inspired by bold botanical flavors for great tasting NA cocktails**

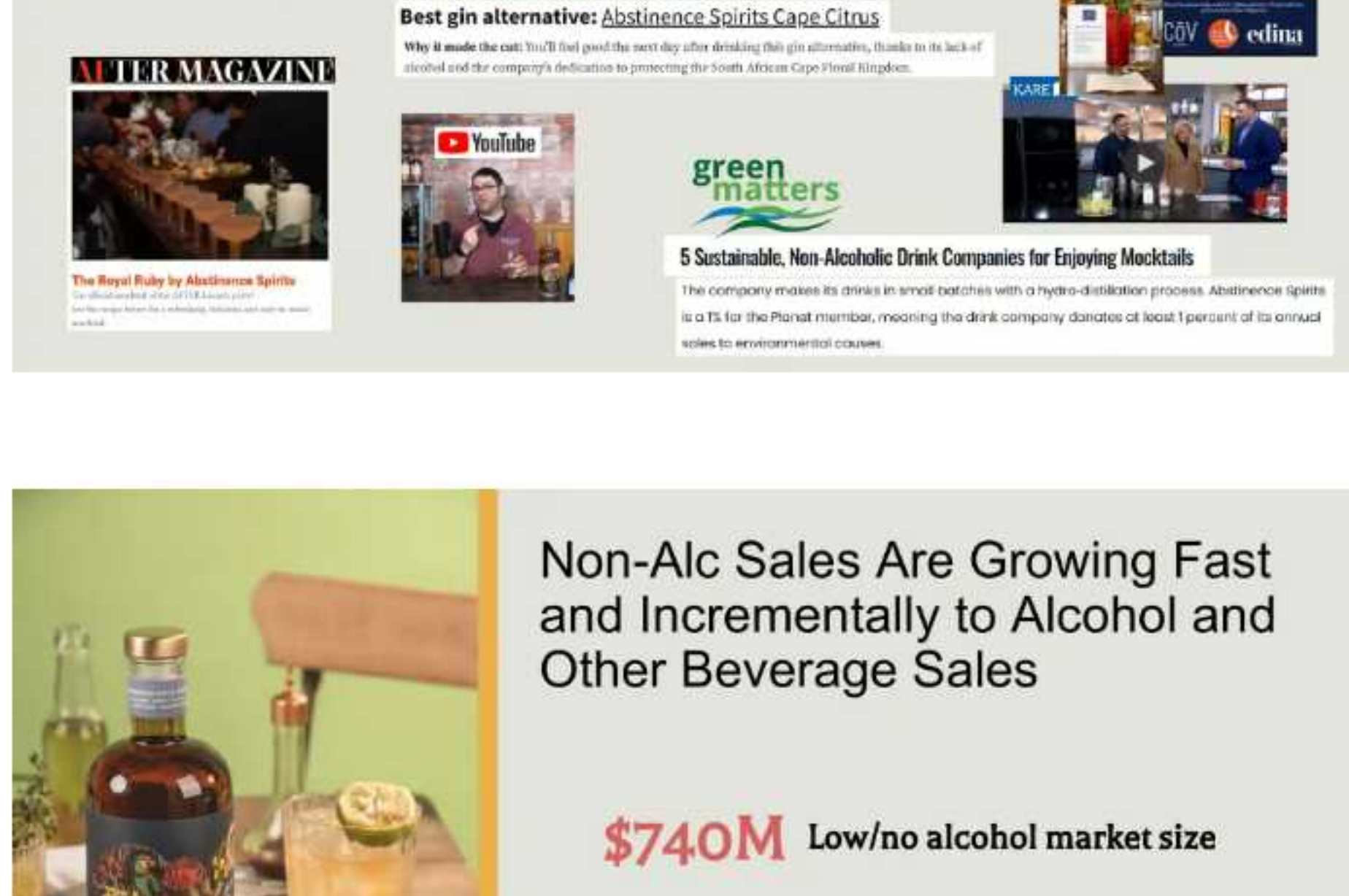
**We have a distilled botanical spirit for every drinking occasion. Designed as a 1:1 replacement for the alcohol in your cocktails.**



**Botanical inspired flavors aligned to major spirit categories**

**All natural product with no chemical preservatives**

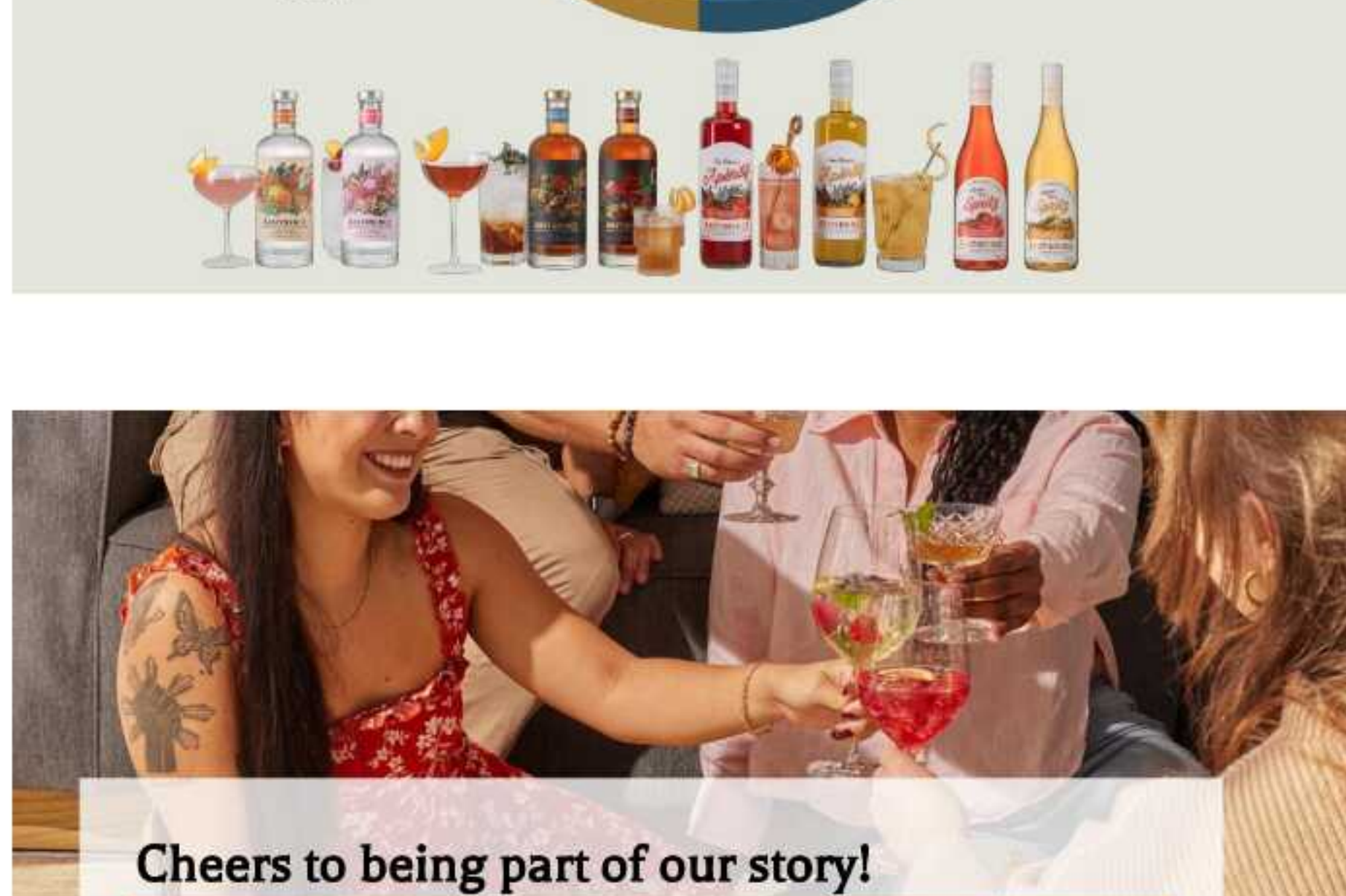
Bright, bold, and beautiful Cape Citrus and Cape Floral (gin alternative). Richer, darker Cape Malt (whiskey alternative) and Cape Spice (rum alternative). Bittersweet Blood Orange and Lemon Aperitifs make up our range.



**Customers rave about our sophisticated, great tasting spirits!**



**And so does the press and industry experts! We have received many awards and accolades.**



**Non-Alc Sales Are Growing Fast and Incrementally to Alcohol and Other Beverage Sales**

**\$740M** Low/no alcohol market size

**5 Yrs** Category will double

1Q2 August 2024 FNA Sector Overview

**Brand Positioning**

Our focus on high quality, craft, distilled products stand out against the competition; delivering great taste, and low/no sugar options for all occasions. Now with clean, natural preservatives!

|  | ABSTINENCE | SEEDLIP | RITUAL ZERO PROOF | LYRE'S |
|--|------------|---------|-------------------|--------|
| Craft distilled botanical spirits      | Y          | Y       | N                 | N      |
| All Natural                            | Y          | N       | N                 | N      |
| Naturally colored, low sugar Aperitifs | Y          | N       | Y                 | N      |
| Products for all occasions             | Y          | N       | Y                 | Y      |
| Cause driven                           | Y          | N       | Y                 | N      |
| Avg. Rating on Amazon                  | 3.9        | 3.7     | 3.2               | 3.4    |



**Cheers to being part of our story!**

[www.drinkabstinence.com](https://www.drinkabstinence.com)