



Dented Brick Distillery

Built for Acquisition

Examples of Recent Acquisition

<u>Company</u>	<u>Acquired by</u>	<u>Date</u>	<u>\$Value</u>
Rabbit Hole	Pernod Ricard	6/26/2019	Undisclosed
Cutwater	Anheuser-Busch InBev	2/20/2019	Undisclosed
Pendleton	Proximo	12/17/2017	\$205M
High West	Constellation	10/5/2016	\$166M

The Path to Growth for Major Suppliers is through Acquisition

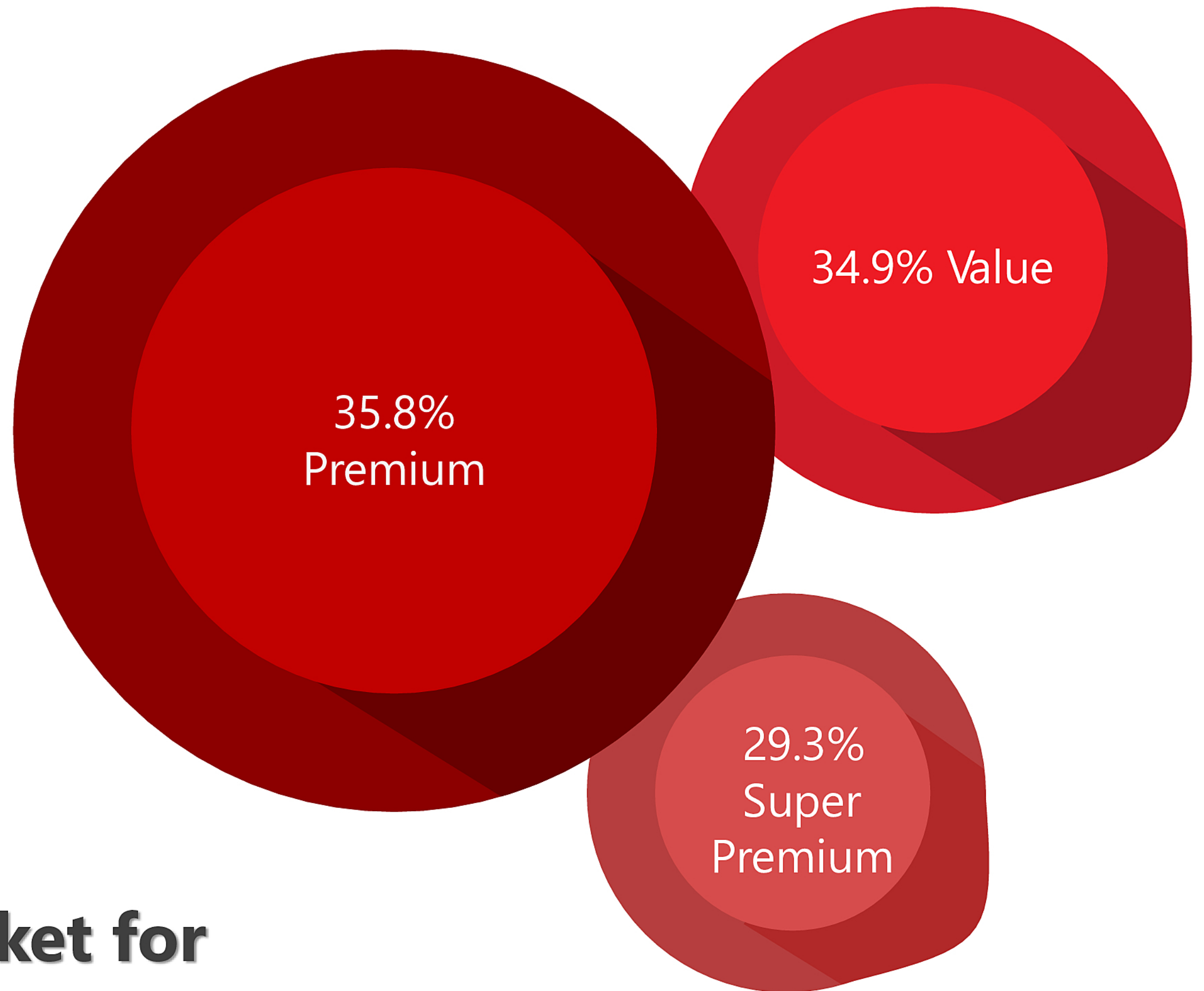


Pathway to Future Growth for Major Suppliers: Investments in Entrepreneurial Brands

Supplier	2015	2016	2017	2018
Diageo	<ul style="list-style-type: none"> United Spirits Peligroso Tequila 		<ul style="list-style-type: none"> Casamigos 	<ul style="list-style-type: none"> Belsazar
Constellation Brands	<ul style="list-style-type: none"> Casa Noble Tequila 	<ul style="list-style-type: none"> High West Distillery Catoctin Creek Distillery Nelson's Green Briary 	<ul style="list-style-type: none"> Schrader Cellars The Prisoner Wine Company 	<ul style="list-style-type: none"> The Real McCoy Copper & Kings
Bacardi	<ul style="list-style-type: none"> Angel's Envy Banks Rum Leblon Cachaca 		<ul style="list-style-type: none"> Illegal Mezcal Teeling Irish Whiskey 	<ul style="list-style-type: none"> Patron Spirits
Pernod Ricard	<ul style="list-style-type: none"> Tequila Avion 	<ul style="list-style-type: none"> Monkey 47 Smooth Ambler Paddy Irish Whiskey 	<ul style="list-style-type: none"> Del Maguey Mezcal 	

THE MARKET OPPORTUNITY

- \$9.14 Billion in Revenue for Value
- \$9.37 Billion in Premium Revenue
- \$7.67 Billion in Revenue for Super Premium



**\$26.2 Billion Market for
Distilled Spirits**

A RARE INVESTMENT OPPORTUNITY

Eighth Consecutive Year of Market Share Gains

Supplier sales were up 4 percent, rising \$1 billion to a total of \$26.2 billion, while volumes rose 2.6 percent to 226 million cases, up 5.8 million cases from the prior year.

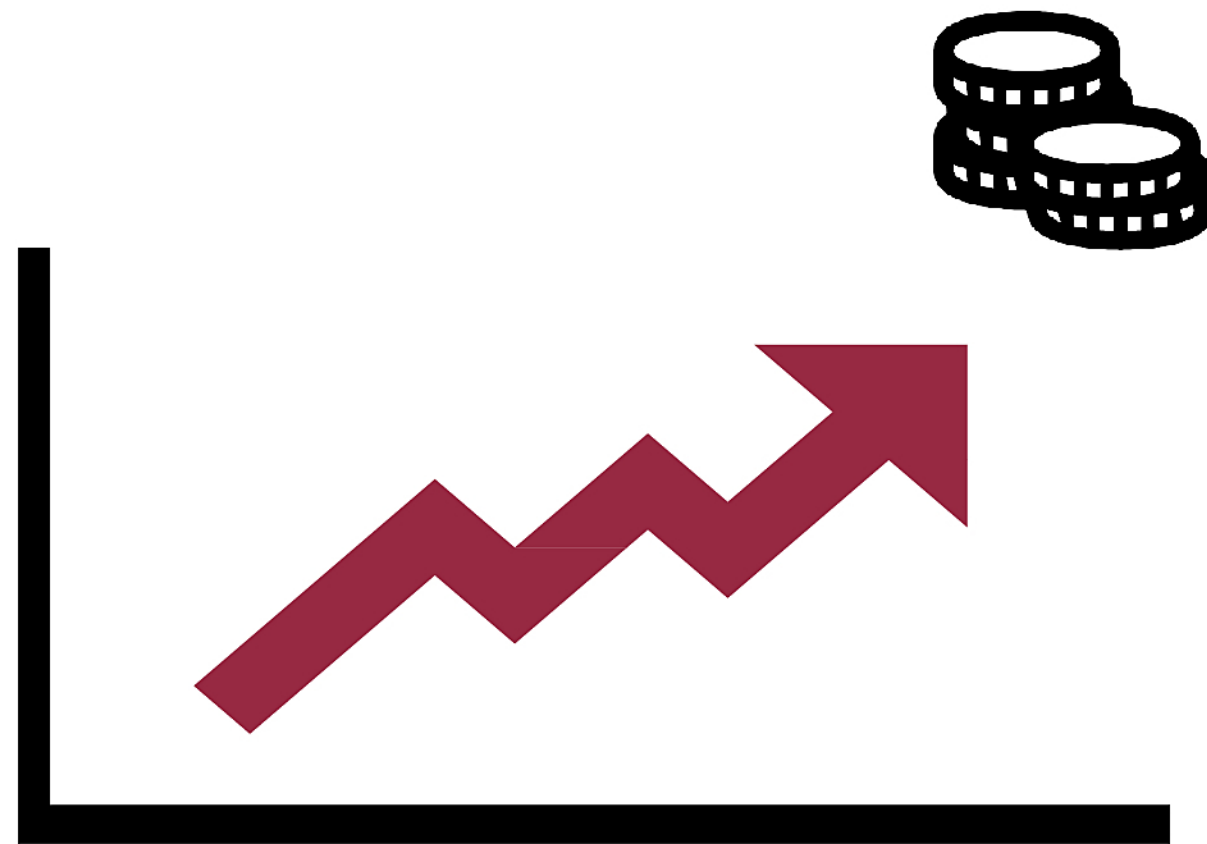


The Market Size for Craft Spirits

- **The U.S. craft spirits market reached \$3.7 billion in sales, growing at an annual growth rate of 30.1%.**
- **The market share for U.S. craft spirits as a percent of all spirits reached 4.6% in 2017, up from 1.4% in 2012.**
- **Craft Distilled Spirit. The products of an independently-owned distillery with maximum annual sales of 100,000 proof gallons.**

4 Steps to be Acquired

1. **Build a Scalable Distilled Spirits Plant**
2. **Build an Award-Winning Product Line**
3. **Attract Multi-State Distribution**
4. **Grow Case Sales**



8 Year Average Time from Inception to Acquisition

Step 1 : Build a Scalable Distilled Spirits Plant



- New construction, not a repurposed building
- All new FF&E = minimum maintenance costs
 - Built to Scale to 78K 9L cases

Step 2 : Build an Award Winning Product Line



Multiple awards and ratings since 2016

Step 2 : Build an Award Winning Product Line

Antelope Island Rum

- Gold Medal WSWA 2018
- Tasting Panel Magazine 92 points

Great Basin Bristlecone Gin

- Double Gold Medal SIP Awards 2019
- Tasting Panel Magazine 94 Points

Roofraiser Vodka

- Silver Medal WSWA 2018
- Tasting Panel Magazine 92 points

Dented Brick Well Vodka

- Silver Medal San Francisco World Spirits Competition 2018
- Silver Medal Tastings.com

Hugh Moon 100% Rye White Whiskey

- Double Gold Medal WSWA 2018
- Gold Medal San Francisco World Spirits Competition 2018

Jan Stephenson Pineapple Flavored Rum

- Gold Medal SIP Awards 2019
- Tastings 94 Points

Jan Stephenson Mango Flavored Rum

- Silver Medal WSWA 2018
- Tastings 91 Points

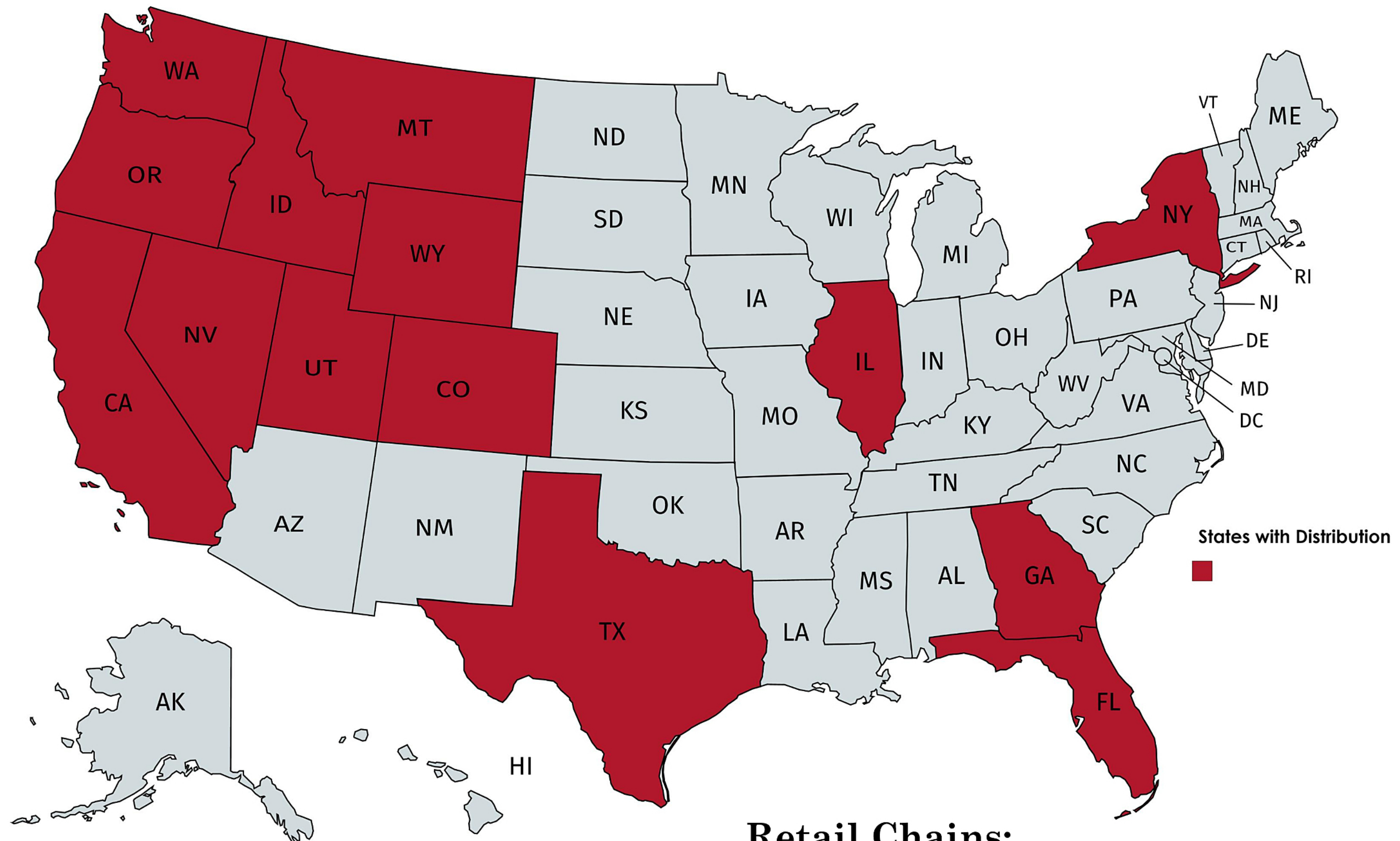
Jan Stephenson Passion Fruit Flavored Rum

- Gold Medal Proof Awards 2019
- The Tasting Panel Magazine 91 Points

Dented Brick Well Gin

- Silver Medal San Francisco World Spirits Competition 2018
- Best Buy Tastings.com

Step 3 : Attract Multi-State Distribution



Retail Chains:

Total Wine 20 Stores FL

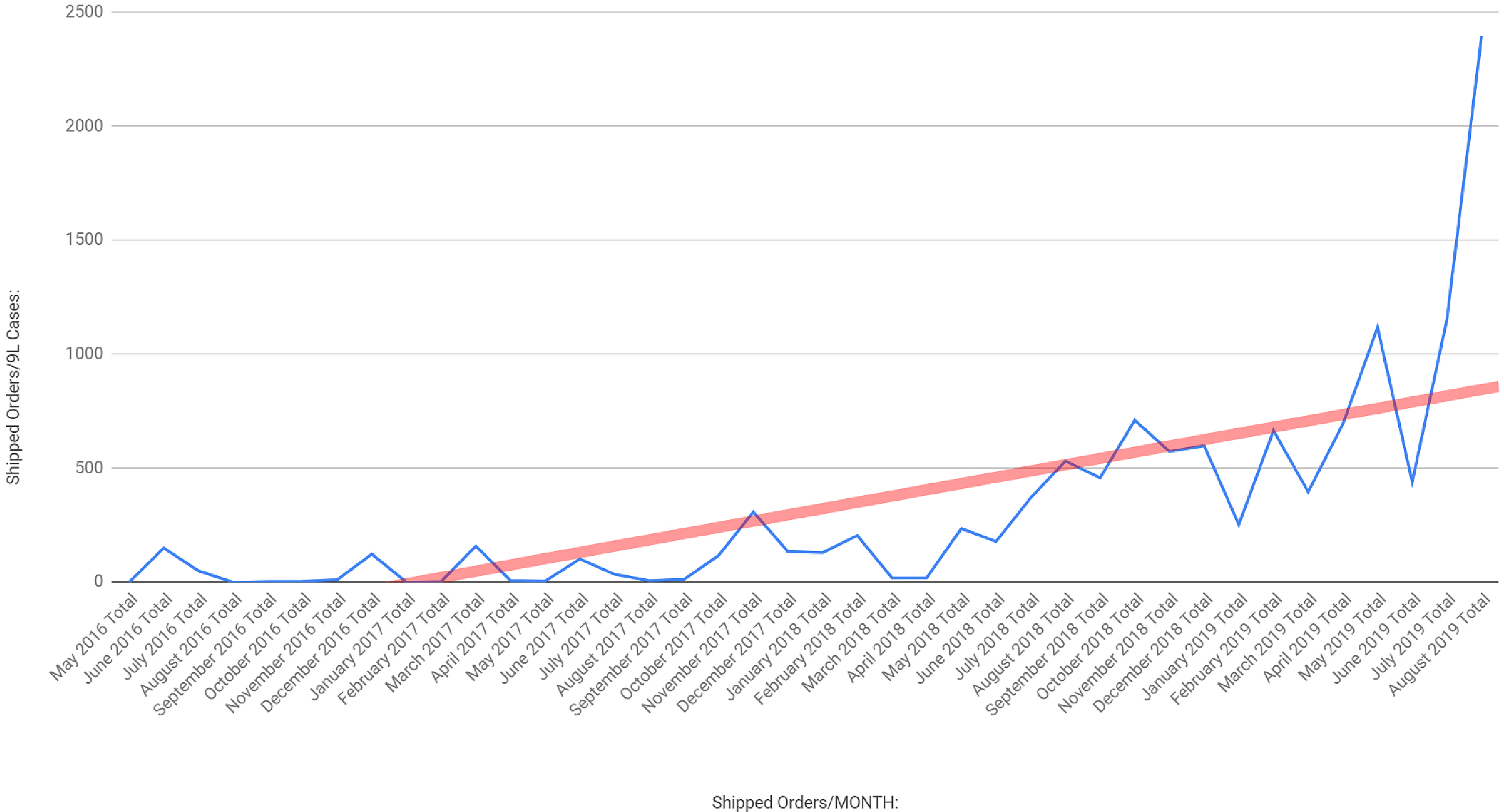
Total Wine 2 Stores CO

Raley's Grocery CA 10 Stores

Walmart 31 Stores April 2020

Step 4 : Grow Case Sales

9L Case Sales



On-Premise Branding Strategy



DBD's on-premise strategy allow sales teams the opportunity to incentivize their accounts by offering utilitarian branded items free of charge. Not only are sales stimulated, but brand activation at the account stimulates consumer purchases off-premise.

Team Incentives



DBD's incentive program offers sales teams bonuses for menu placements, case sales, and new account activations.

Off-Premise Branding Strategy



DBD's off-premise branding program offers discount coupons, shelf talkers, tastings, branded display cases, and coop advertising to encourage sales.

Consumer Branding Strategy



**RUM GOES WELL
WITH CELEBRATIONS**

Happy 40th to the Utah Arts Fest. Let's celebrate!

Dented Brick Distillery is a 14,000 square foot distillery built in 2015. From the start, we've been passionate about crafting something absolutely original. We love showing off our space, schedule a tour with us at dentedbrick.com.

CONTACT US
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DB SALT LAKE UTAH
DENTED BRICK
DISTILLERY

HANDCRAFT
DISTILLING
• PREMIUM ORIGINAL •
RECIPE

Single Batch

**ANTELOPE
ISLAND
RUM**

750 ML ALC. 40% BY VOL.

DB

FERMENTED, DISTILLED
AND BOTTLED BY
DENTED BRICK DISTILLERY

DBD's brand activation programming includes consumer tours and tastings, special event sponsorships, social media outreach, radio, print, and web interaction .

Consumer Branding Strategy

Whiskey Barrel Program

- Buy your own barrel for \$800
- Participate in the production of your whiskey or rum
- Taste your own barrel every few months
- When bottled, we will return your initial investment with 30% interest, \$1120, along with the empty barrel.
- You may then buy a few bottles, \$1120 worth of bottles, or the entire barrel, 200 bottles.



DBD's barrel program is designed to generate revenue, fund our whiskey program, and create brand ambassadors.

Consumer Branding Strategy

Dented Brick Celebrity Owner Jan Stephenson

- 8 Worldwide Major Championships
- 3 US LPGA Tour Major Championships
- 16 US LPGA Tour Wins
- Member of the World Golf Hall of Fame

She'll entertain key accounts on the course!



Consumer Branding Strategy

Celebrity Jan Stephenson Off Premise Appearances



Consumer Branding Strategy



Jan's Pro-Am



- **Pro-Am Golf Tournament Sponsored by Dented Brick**
- **Tournaments scheduled for each state with distribution**
 - **Reps, distributors, and customers invited to play**
 - **Each group will play with at least one pro**

Team DBD



Marc Christensen – Managing Member

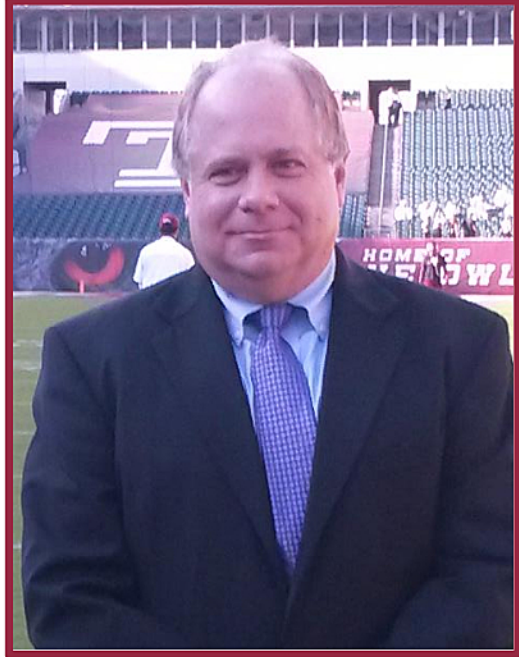
- Founder and CEO of Dented Brick Distillery
- OTW Safety Founder and Former CEO



Steve Stanko – COO

- Department of Defense, Senior Business Development and Operations Strategist
- Department of Energy, Intercontinental Ballistic Missile (ICBM) Fuze and Guidance Systems
- Former Navy Commander with over 20 years of active duty experience.

Team DBD



Kevin Collins – Eastern Sales Manager

- American Freedom Distillery, National Sales Manager
- Kozuba & Sons Distillery, National Sales Manager
- J. Lohr Winery, North/West Florida Manager



Joseph Torres – Western Sales Manager

- Chatham Imports, California State Manager
- Southern Wine & Spirits, District Manager New York



Brett Luchesi – Lead Distiller

- Blinking Owl Distillery, Lead Distiller
- Ascendant Spirits, Head Distiller
- Ballast Point Brewing, Lead Distiller

The Ask



✓ \$3 Million

✓ Convertible Debt or 3 -5
Tranches Equity

✓ \$50,000 Buys
Approximately 1%



Use of Funds

OPERATING

- ✓ **Inventory**
Bottles, labels, raw materials
- ✓ **Labor**
Hourly production labor
- ✓ **Equipment**
Canning line, mini bottle line, heat exchange unit, mash tun, fermentation tank

MARKETING

- ✓ **National Programming**
Social Media Outreach
Events
- ✓ **Branded Point of Sale Merchandise**
Coasters, Bar Mats, End Caps, Shelf Talkers
- ✓ **Incentive Programs**
Case Sales, Menu Placements, New Accounts



CONTACT



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A RARE INVESTMENT OPPORTUNITY