

Oak and Grist Pitch Deck

OAK^{and} GRIST

*where does
your spirit
lead you?*



DISCLOSURES

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UNDERSTANDING YOUR CHOICES

Quality

people seeking craft want it to taste good

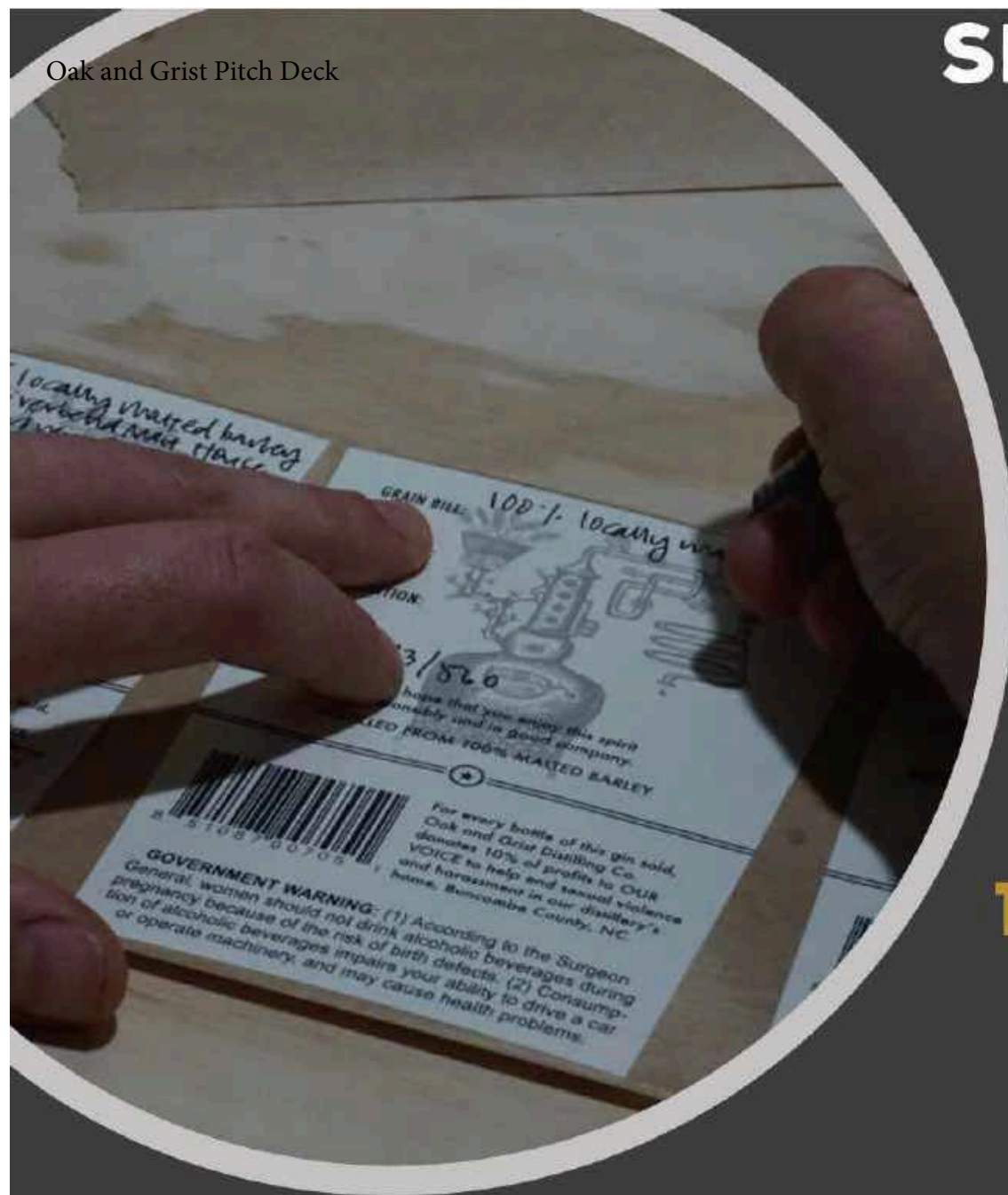
Brand Values

consumers want to align with the brands they
choose to support

False Advertising and Misleading Statements

recent information has called into question the authenticity
of certain brands

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SPIRITS THAT REWARD THE CURIOUS AND EXCITE THE CONNOISSEUR



Quality

patience and experience

100% Grain-to Glass
commitment to authenticity

Transparency
raising the bar

Community Based
direct ties

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PREMIUM GRAIN - TO - GLASS SPIRITS

Small Batch Production

2,160 PG
production 2019

1,060 PG Sold
by June 2021

1,699 PG
in Storage

Retail Price Points:
Genever-style Gin: \$33.95
Single-malt Whiskey: \$79.95
ultra-premium category



FOSTERING A STRONGER CONNECTION BETWEEN PRODUCER, CONSUMER, AND PLACE

Quality Over Quantity

**Niche Products within
Established Categories**

**Transparency
Surrounding Production
Methods**

**Higher Classification Standards
than National Guidelines**





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COMPETITION

Macro

3,053* distilleries

*Tito's Handmade Vodka, Bulleit
Frontier Whiskey*

National

2,046 craft distilleries

*St. George Distillery,
Balcones Distillery, Few Spirits*

Local

67 NC distilleries

*Cultivated Cocktails, The Chemist,
Durham Distillery, Greensboro Distilling*

*TTB 2018



CURRENT MARKET METRICS

Spirits

\$29B sales

239 million cases 9L
(>5% YOY)

**58% high end/
super premium**

\$16.9B in revenue

Craft Spirits

\$4.8B sales

9M cases 9L

1.2M 9L cases

small craft distilleries

**44% of small craft sales
on premise**

American Craft Spirits Assoc. "Data Project 2019"

Distilled Spirits. Council of the United States "Economic Briefing 2019"

COVID RESPONSE

Nationally

21% increase
brick and mortar sales

234% increase
online sales

Taking things virtual
tours, tastings

At the Distillery

65% increase yoy
on premise sales

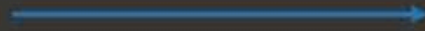
Product Diversification
hand/surface sanitizer
mixers

**Reinforced the online
direct to consumer
model**

**Opportunity to support
restaurant accounts**

THREE TIER SALES CHANNEL

Producer
Oak and Grist



Distributor
state run/control
(NC) and 16 other
states



Consumer
retail store
bar/restaurant
individual

open

Currently in
North Carolina
New York City
Illinois*

franchise
18 states

*Pending paperwork and
state approval

focus on heavily on
distribution in direct
to consumer markets

MARKET STRATEGY

Targeted Campaigns

demographics – buyer personas
product quality
education

On-Premise Sales

diversified tour options
guided tastings
craft cocktails
special distillery events

Off-Premise Sales

staff tastings/in-store
tastings
collaborative events
community presence
brand alignment

Out of State

direct to consumer

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MANAGEMENT TEAM



William Goldberg
cofounder, president, head distiller



Robert Goldberg
cofounder/VP



Russell Dodson
cofounder/VP



Edwin Dodson
mentor/consultant

THE BIGGER PICTURE

2020

2,703 PG

aging inventory

\$454K – 556K

aging inventory

2-3 new products

2021

4,628 PG

aging whiskey

\$778k – 953K

Aging inventory value

Pitch Deck

QUESTIONS

