



Tambour Original®

West African Palm Liquor

Investor Prospectus – September 2016

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About Tambour Original®

Our Mission: To produce the world's finest, globally recognized, sodabi while stimulating economic development in West Africa.

Tambour Original® Sodabi

- Sodabi [soh-duh-bee] is a strong palm-based spirit indigenous to the coastal regions of Benin and Togo
- Distilled from *Elaeis guineensis* palm using US/EU industry standard equipment
- Produced and infused with exotic local ingredients using the same techniques as premium liquors (e.g. rum, whiskey, and tequila)
- Unique African packaging for instant brand recognition & regional pride
- Available in West Africa and soon in the USA
- Retailing at:
 - ~18 USD locally (Benin & Togo)
 - ~35-40 USD overseas (USA)



Current Product Offering:

- 750ml glass bottle
- 375ml glass bottle
- 50ml glass bottle

Future Tambour Products:

- Private Reserve
- Silver
- Coconut Cream



Silver Medal Winner at the 2015
San Francisco World Spirits Competition



Tambour Original® Origins

“The reality today is that Africa is a viable business destination with a large and mainly untapped market.”

Benin Fact Sheet*

- Government: Republic
- Population: ~10,500,000
- Languages: French (official), Fon, Yoruba, and 6+ tribal languages
- Birthplace of Vodoun (Voodoo)
- Tropical Climate
- Largely agricultural economy: 36.3%
- GDP – real growth rate: 5.5% (2015)

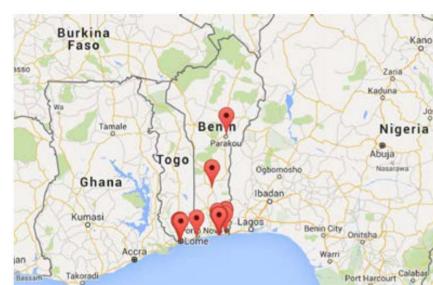


Elaeis guineensis palm

– Obiageli Ezekwesili, Diageo Vice President, Africa Region



Beninese Flag



Right: Benin in relation to Africa

Bottom Center: Tambour Original® sales locations in Benin and Togo



*Sourced from the CIA World Factbook on 6 May 2016



An Extraordinary Opportunity



In West Africa

- Palm liquor is an extremely popular beverage selected as the drink of choice at weddings, birthdays, and parties
- Few branded sodabi products exist
 - Produced as moonshine and sold in reused bottles in the informal market
- Imported alcohols dominate liquor sales at high prices → high market potential
- Rapidly emerging middle class* → growing sales potential

In the USA

- Liquor industry growing at 4% annually
- Growing preference for strange and exotic liquors**
- Extremely limited selection of African liquors with few premium labels (e.g. Amarula from South Africa)
- Opening US market to a new spirit category
- US Federal approval (COLA), importer, brand representative, and test shipment established

* Nirmal Heeralall and Raoudha Ben Abdelkrim, UHY, The World's Fastest-growing Middle Class, (July 12, 2012)

** Nielsenwire Research Blog, Millenials Redefine the Alcohol Beverage Landscape, (January 11, 2011)

African Sales

Benin Launch: October 2013

Togo Launch: August 2014

Sales in Africa

- Positive year-over-year growth
- Year-end holiday sales boost Q4 performance
- If capital needs for equipment are met by September 2016, 2017 sales could triple versus prior year!
- Growing sales and expanding distribution in Benin and Togo



Tambour Original® Sales Volumes



*Euros were chosen as the local currency in Benin (XOF) is tied to the Euro. We did not want to introduce a foreign exchange bias to our numbers.

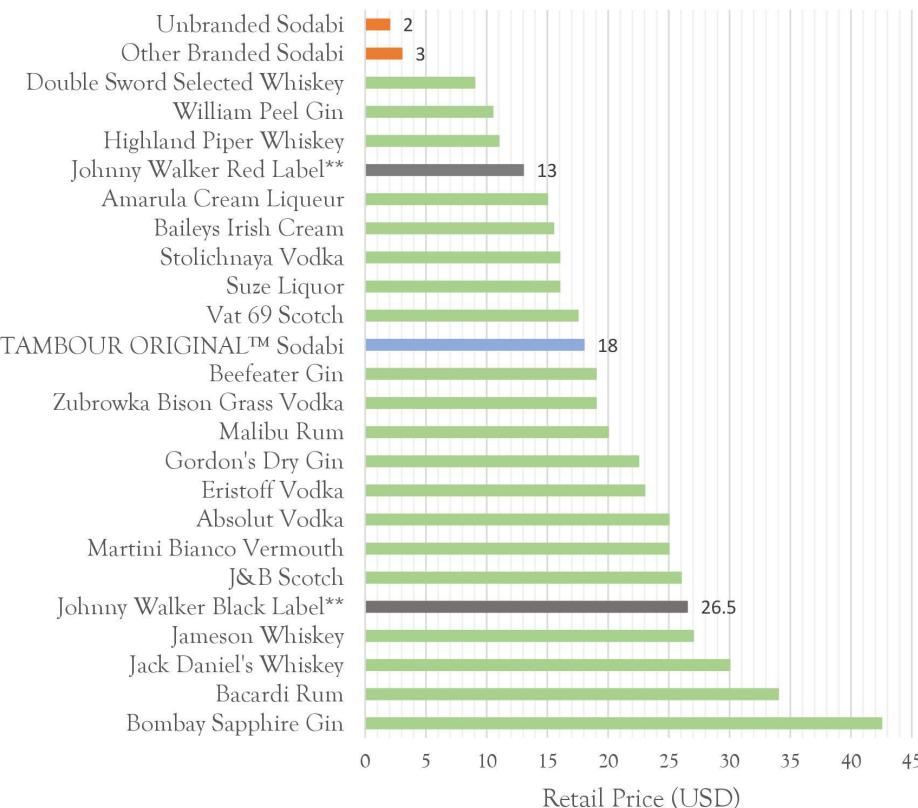
**Note: Spikes in sales in Q4 are normal in the alcohol industry due to an increase in gifts and parties at the end of the year.

***Note: First pallet shipped to the US in July 2016



Competitor Pricing in Benin

Retail Prices* of Liquor Brands found in Cotonou, Benin (Converted to USD)



*Prices based on an on-going in-store survey conducted by La Distillerie Béninoise

**Johnny Walker Red and Black Label are very popular in Benin and both received Bronze Medals in the 2015 SF World Spirits Competition (Tambour Original® received a Silver Medal)



Sales in Africa

- Competitively selling Tambour Original® at imported alcohol prices in Benin
- Local palm liquors are cheap, poor quality, and are not exported abroad
- Tambour Original® is a popular product with expats and affluent locals as it incites African identity and exemplifies a high quality African product



Factors of Success

Unique Packaging

- Designed in Africa by an African artist, incorporating true African motifs

Product Quality

- Best raw materials, consistent distilling methods, and highly skilled employees

Social Good

- Sustainable economic development through fair wages and giving back to the community

Environmental Friendliness

- Utilization of tapping techniques for sap extraction





Tambour Original® Availability

Available in 50+ locations in Benin*

Hotels

- Novotel Cotonou
- Benin Marina Hotel
- Hotel du Lac
- Guesthouse Cocotiers Cotonou

Stores

- Erevan Hypermarché (Super U)
- Supermarché du Pont
- Supermarché BSS
- Franc-Prix



Bars

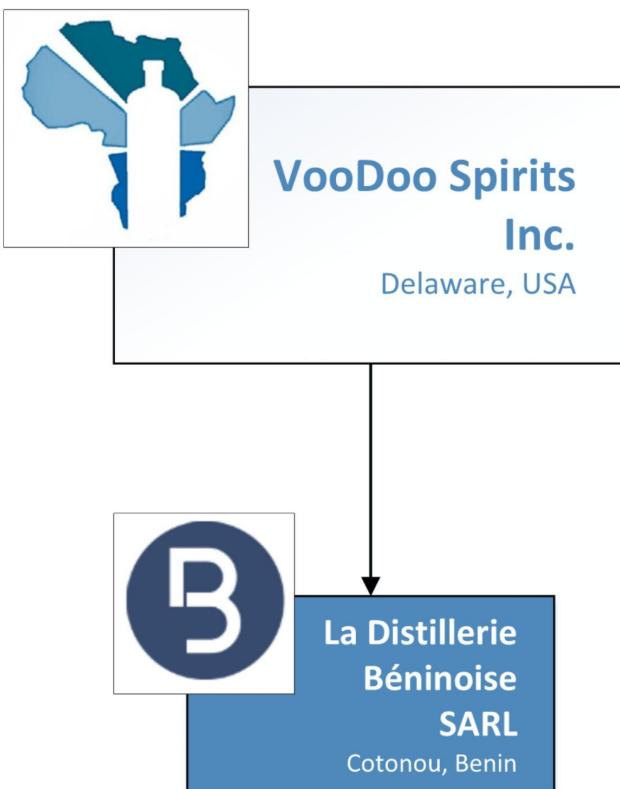
- Code Bar
- Le Livingstone
- Impala Lounge Bar



Tambour Original® prominently displayed in Erevan Hypermarché



Company Structure



VooDoo Spirits Inc.

US Parent Company

- Delaware C-Corp
- Headquarters Canandaigua, NY
- Established in 2012
- US Federal Approval (COLA)
- Signed Importer
- Signed Brand Representative
- Test shipment in US*

La Distillerie Béninoise, SARL

African Subsidiary

- Registered as a SARL
- Established in 2013
- Fully owned by the US entity

*Test shipment sent to the US in July 2016; launch scheduled for Q4 2016, pending funding.

Meet the Founders



Jake Muhleman – President

- MIT engineer, International MBA, Former Design Engineer
- 4+ years work experience in Benin
- jake.muhleman@tambour-original.com



Kassandra Klaritsch – Marketing and Finance

- Financial Controller at Nielsen
- Former Head of Marketing for French winery
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Eric Newton – Design

- 4 years work experience in Benin
- Former manager of Peace Corps Satellite Office in Benin
- eric.newton@tambour-original.com





Thank You!

Try our signature cocktail*: African Sunrise



*More cocktails are available on our website: www.tambour-original.com



African Sunrise Cocktail Recipe

Ingredients:

2 Oz. - TAMBOUR ORIGINAL®
2 Oz. - Fresh Pineapple Juice
1 Oz. - Club Soda
1/2 Cup - Cubed Ice
1 Splash - Grenadine

Combine TAMBOUR ORIGINAL® and pineapple juice in a shaker with ice. Pour in glass, top with club soda, and add a splash of grenadine. Garnish with a Maraschino cherry and a slice of pineapple. Enjoy!