



# Tambour Original®

West African Palm Liquor

## Investor Prospectus – September 2016

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**TAMBOUR**  
ORIGINAL®  
SODABI

**MADE IN  
BENIN**

# 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 .”*

– Obiageli Ezekwesili, Diageo  
Vice President, Africa Region

## Benin Fact Sheet\*

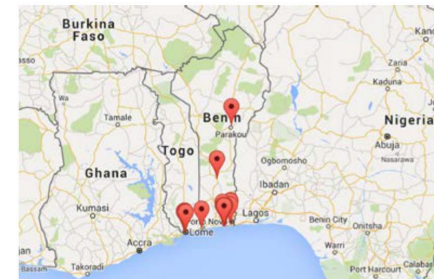
- Government: Republic
- Population: ~ 10,500,000
- Languages: French (official), Fon, Yoruba, and 6+ tribal languages
- Birthplace of Vodoun (Voodoo)
- Tropical Climate
- Largely agricultural economy: 36.3%
- GDP – real growth rate: 5.5% (2015)



*Elaeis guineensis* palm



Beninese Flag



\*Sourced from the CIA World Factbook on 6 May 2016

Right: Benin in relation to Africa  
Bottom Center: Tambour Original® sales locations in Benin and Togo



# 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, Millennials Redefine the Alcohol Beverage Landscape, (January 11, 2011)

# African Sales

Benin Launch: October 2013

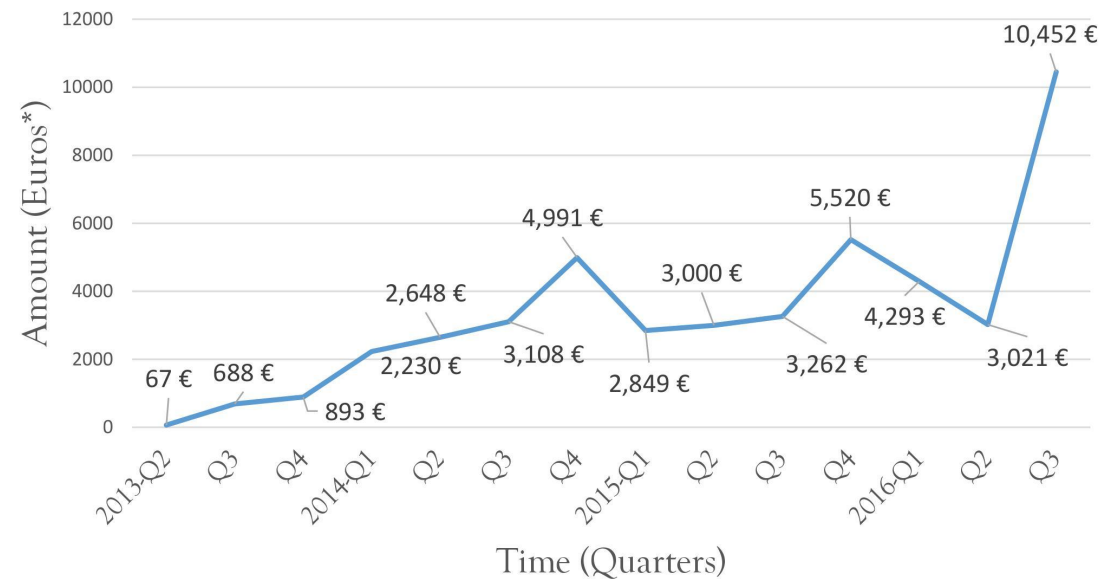
Togo Launch: August 2014

## 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



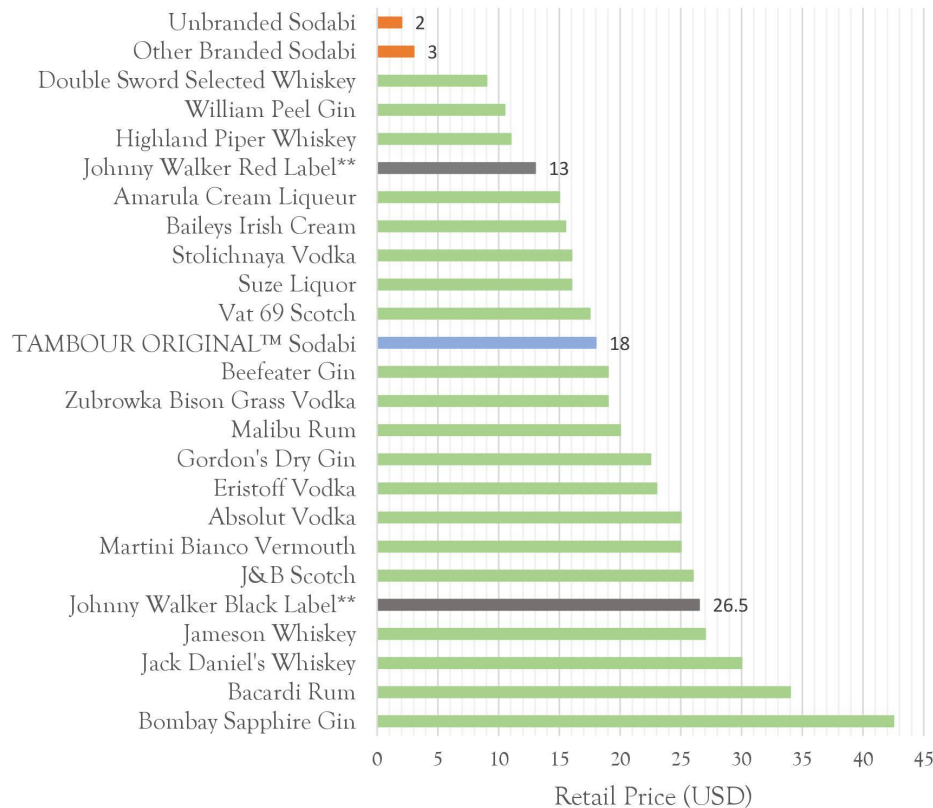
\*Euros were chosen as the local currency in Benin (XOF) is tied to the Euro. We did not want to introduce a foreign exchange bias to our numbers.

\*\*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)



## 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

\*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)



# 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<sup>®</sup>  
SODABI





# 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

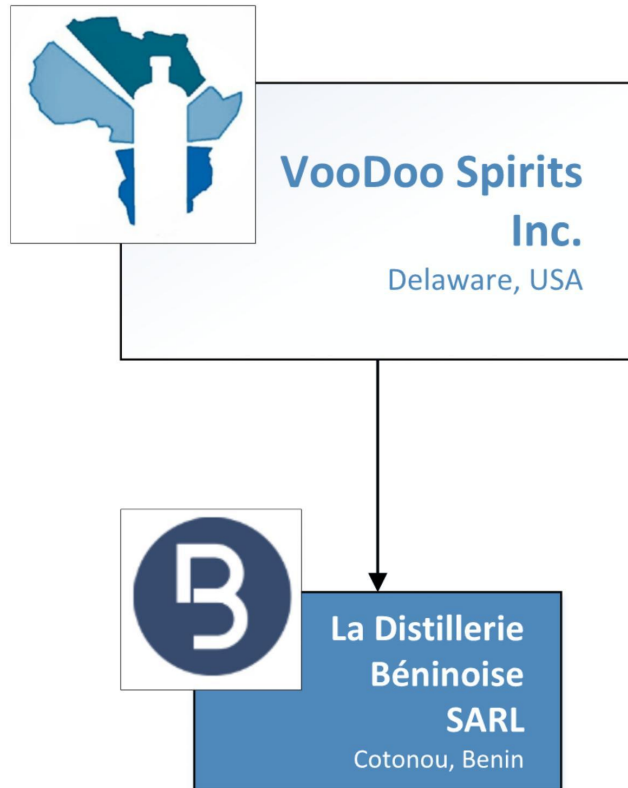
- Code Bar
- Le Livingstone
- Impala Lounge Bar



Tambour Original® prominently displayed in Erevan Hypermarché

\*Sales locations in Cotonou shown (middle). Additional locations mapped on our website: [www.tambour-original.com](http://www.tambour-original.com)

# 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](mailto:jake.muhleman@tambour-original.com)



## Kassandra Klaritsch – Marketing and Finance

- Financial Controller at Nielsen
- Former Head of Marketing for French winery
- [kassandra.klaritsch@tambour-original.com](mailto:kassandra.klaritsch@tambour-original.com)



## Eric Newton – Design

- 4 years work experience in Benin
- Former manager of Peace Corps Satellite Office in Benin
- [eric.newton@tambour-original.com](mailto:eric.newton@tambour-original.com)

Thank You!

Try our signature cocktail\*: African Sunrise



### 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!



\*More cocktails are available on our website: [www.tambour-original.com](http://www.tambour-original.com)