

# INVESTOR DECK

## ITALIAN FRUIT LIQUEUR

100% ALL NATURAL. NOTHING ARTIFICIAL.



NÉKTAR  
LIQUEUR®  
ULTRA - PREMIUM

A horizontal bar representing the Italian flag, with green on the left, white in the middle, and red on the right.



## **OBJECTIVE**

**TO BE THE #1 SELLING 100% ALL-NATURAL PREMIUM FRUIT LIQUEUR GLOBALLY.**

## **EXIT STRATEGY**

**TO PARTNER WITH A KEY SPIRITS SUPPLIER VIA A MINORITY/MAJORITY INTEREST STAKE WITH A PATH TO FULL OWNERSHIP OR STRAIGHT ACQUISITION.**

## **WHAT MAKES NEKTAR LIQUEUR ATTRACTIVE TO POTENTIAL BUYERS?**

**WE OFFER A PREMIUM, 100% ALL-NATURAL, LOW ABV BRAND THAT CONSUMERS AND BARTENDERS LOVE, IT IS ALSO HIGHLY MIXABLE CREATING CROSS PROMOTION OPPORTUNITIES FOR ANY SPIRITS SUPPLIER. POPULAR WITH ADULTS AND MILLENNIALS ACROSS ALL DEMOGRAPHICS.**



**WHAT  
IS  
NEKTAR LIQUEUR?**

# THE PRODUCT



- 1<sup>st</sup> LIQUEUR TO USE ITALIAN MOSCATO (MOSCATO D' ASTI), A BLEND OF FRUIT NECTARS AND PREMIUM VODKA.
- 100% ALL-NATURAL. NO ARTIFICIAL COLORS, FLAVORS OR SWEETENERS.
- 18% ALC./VOL. (36 PROOF).
- SRP \$27.99-29.99 DEPENDING ON MARKET.
- COMPLEX FLAVORS OF PEACH, APRICOT AND ORANGE BLOSSOM WITH A SMOOTH AND LINGERING FINISH.
- PREMIUM, ATTRACTIVE AND EYE-CATCHING PACKAGING.
- PROVIDES AN ALL-NATURAL ALTERNATIVE TO THE LARGE NUMBER OF ARTIFICIALLY FLAVORED/COLORED LIQUEURS ON THE MARKET.
- HIGHLY MIXABLE WITH MANY SPIRITS, BEER, WINE & CHAMPAGNE.

# NÉKTAR LIQUEUR **AWARD WINNING**

**NEKTAR LIQUEUR – 2017 PLATINUM AWARD WINNER**  
**“THE LARGEST INTERNATIONAL SPIRITS COMPETITION**  
**WHERE THE JUDGES ARE CONSUMERS”**



# NÉKTAR LIQUEUR INDUSTRY RECOGNITION



## "12 TOE JIMMY"

### INGREDIENTS:

Nektar Liqueur, Elijah Craig Bourbon, Fat Washed Rittenhouse Rye, House-made bitter pecan syrup, Grilled peach for garnish



## "RADDLE MY TIMBERS"

### INGREDIENTS:

Nektar Liqueur, Trumer Pilsner, Pine nut saffron orgeat, Fresh pressed/organic nectarine juice, garnish w/ stem of organic lemon grass.



Nektar Liqueur was entered into these highly popular contest by the bartender at Caesar's Palace in Vegas  
*(Note: We are not distributed in NV yet)*



Timothy Baer – Bartender  
Caesars's Palace

# NÉKTAR LIQUEUR COCKTAILS & MIXOLOGY

## TOP SELLING COCKTAILS IN MULTIPLE CATEGORIES



**“STRAIGHT/CHILLED  
IS ALWAYS THE  
BEST WAY  
TO ENJOY  
NEKTAR LIQUEUR”**



**“NEKTAR LIQUEUR IS NOT JUST *HIGHLY MIXABLE*. THE COCKTAILS ARE AMAZING”  
*BOURBON, WHISKEY/WHISKY, TEQUILA, RUM, VODKA, COGNAC, SCOTCH, BEER, WINE,  
CHAMPAGNE, DESSERTS, SAUCES AND MUCH MORE.***

**SCOTCH**



**VODKA**



**CHAMPAGNE**



**BOURBON**



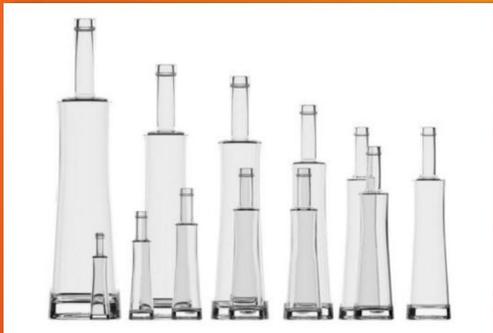
**RUM**



# NÉKTAR LIQUEUR **SUPPLY CHAIN**

NEKTAR LIQUEUR HAS A **HIGHLY SCALABLE SUPPLY CHAIN DESIGNED FOR GROWTH**

## GLASS



Néktar Liqueur®'s Italian made glass bottles are available in 12 various sizes from 50ml (Airplane) up to 3L. This eliminates the cost for each mold which can run \$10-20k for each mold.

## DECORATION



Néktar Liqueur®'s bottles are shipped to Poland and decorated by hot stamping and screen print at one of the largest and most experienced glass bottle decorators. They handle many large volume clients.

## FILLING/PACKAGING



The decorated bottles are filled, packaged and loaded onto containers at our 100yr old family owned distillery in Italy. They are capable of handling any volume requirements we need.

## IMPORTING/LOGISTICS



MHW handles our importing from Italy, federal compliance, back office and shipping to our various states of distribution. They handle many high volume clients.

# NÉKTAR LIQUEUR SPIRIT ACQUISITIONS

**Recent Spirit Acquisitions ranging from \$40MM - \$1BB per brand.**

(Avg. \$ per case paid was between \$2k-4k per case)

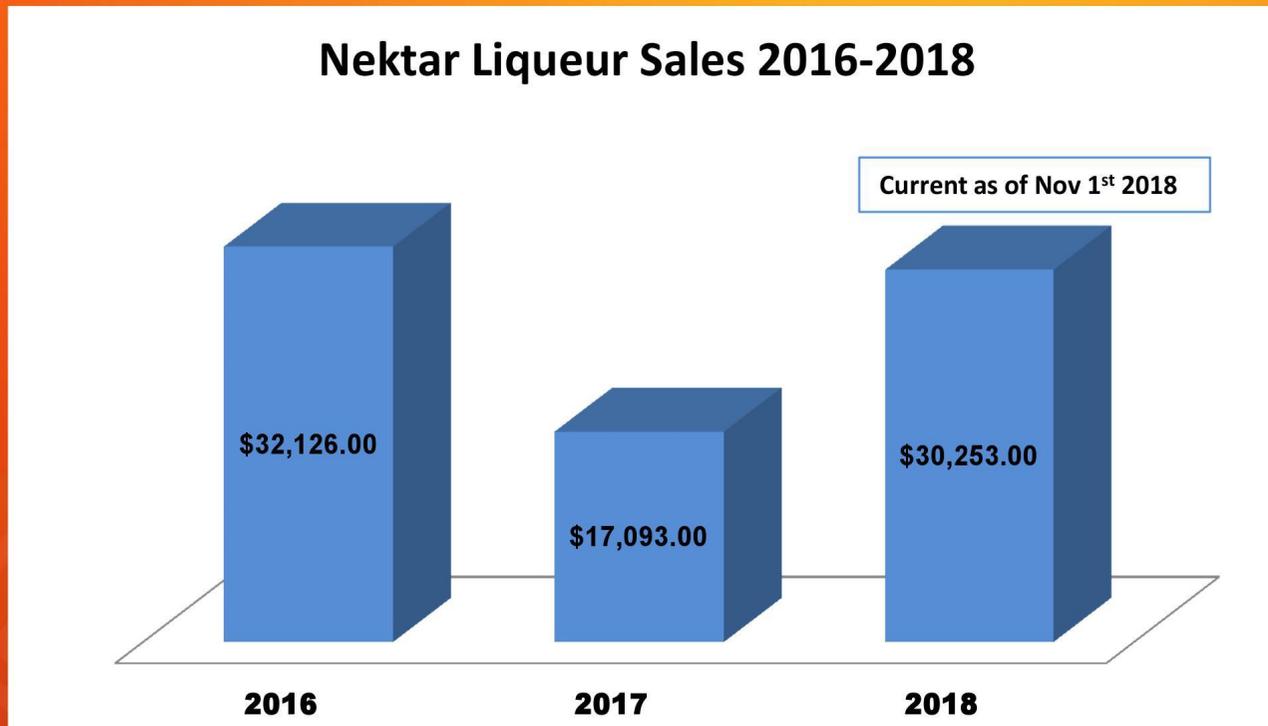
*NOTE: Casamigos was unusual at approx. \$10k per case because of George Clooney.*



	Brand	Category	Buyer	Year	Revenue (Millions)	Sale Amount	Valuation (Revenue Multiple)
	Leblon	Cachaca	Bacardi	2010 (30%) 2015(Fully acquired)	\$2 MM	\$12 MM	20 X
	Deep Eddy	Vodka	Heaven Hill	2015	\$50 MM (approx.)	\$400 MM (approx.)	8 X
	Casa Noble	Tequila	Constellation	2014	\$2 MM	\$30 MM	15 X
	Veev	Liqueur	Luxco	2016	\$10 MM	\$70 MM	7 X

# NÉKTAR LIQUEUR SALES

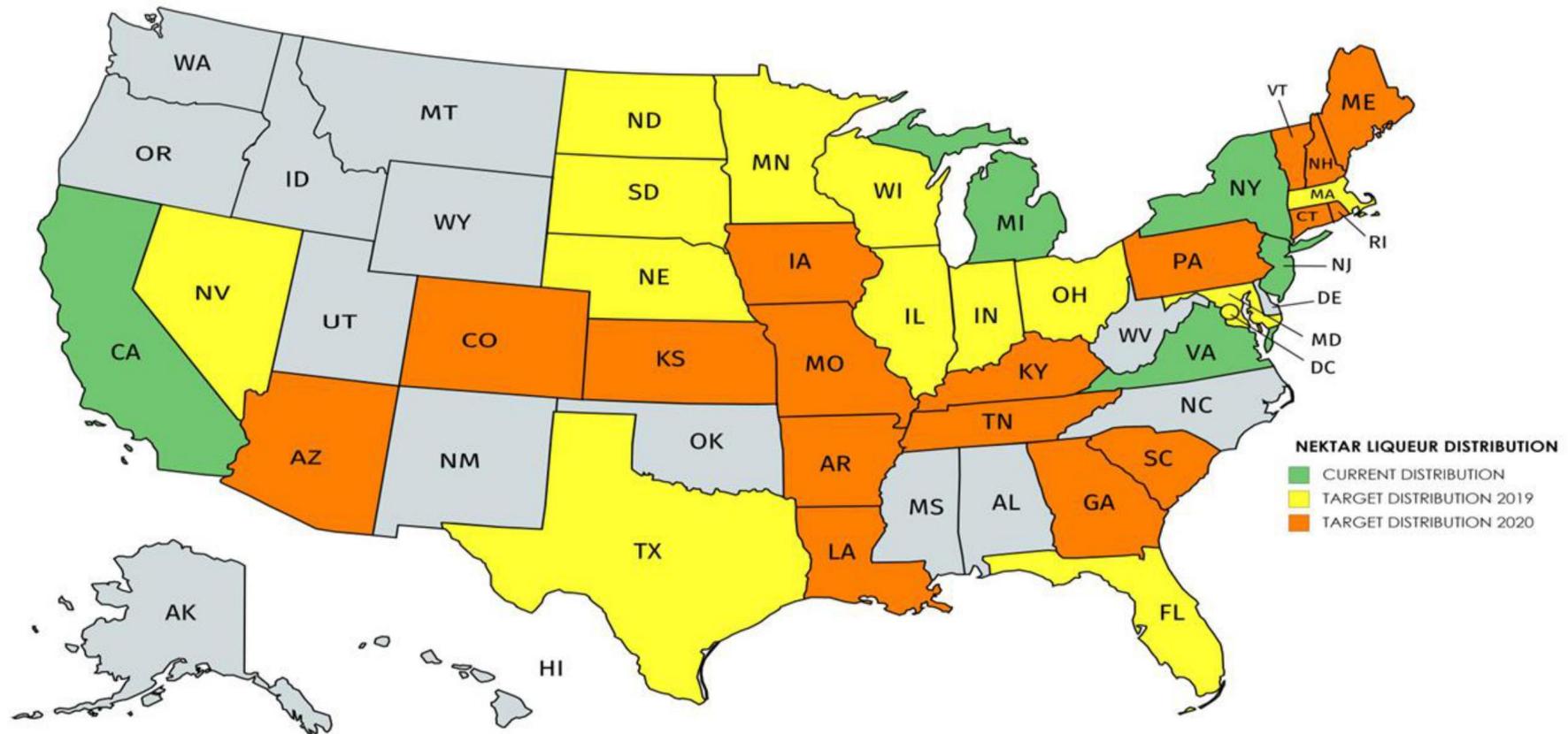
We started with a 1 sales person and a very small budget and we have been able to enter 5 markets, win the platinum award and become a favorite of some of the top bartenders in the world. When consumers try it, they fall in love with the brand. We simply need additional funding to support our growth into new markets and to build our team. We are highly focused on spending money on what sells cases.



- **2016** -Sales were skewed higher because we picked up 130 stores from VA ABC.
- **2017** -We focused on cocktail menus, sampling and gathering consumer feedback.
- **2018** -We picked up Michigan in Sept and NEXCOM (Navy/VA only) in June.

# NÉKTAR LIQUEUR DISTRIBUTION

**We are targeting States where liqueurs have sold well historically, there is good volume potential and States where we have developed relationships with bartenders.**



# NÉKTAR LIQUEUR **TEAM**



## **ROBERT DOZIER JR**

### *FOUNDER/CEO*

Over 15yrs experience in the wine and spirits business. Former wine manager for Total Wine & More. Most recently Senior Manager for a spirits broker representing brands such as Pernod Ricard, Campari, Moet Hennessy, William Grant, Beam-Suntory and others.



## **ROB MCMAHON**

### *CFO*

Over 20yrs experience as a business attorney & investment banker w/ extensive knowledge in formation, business strategy, finance and general operation of privately held companies.



MHW handles our importing, federal compliance, back office and shipping to our various states of distribution.

## **POSITIONS WE ARE FILLING UPON FUNDING:**

*REGION MANAGERS, BRAND AMBASSADORS.*

*NOTE: We have seasoned individuals for these positions that we are prepared to bring on board.*

# NÉKTAR LIQUEUR **CURRENT TRENDS**

**“THE SURGE OF M&A ACTIVITY IN THE GLOBAL LIQUOR INDUSTRY SHOWS NO SIGN OF SLOWING DOWN.” – BEVERAGEDAILY.COM**

## BeverageDynamics

HOME / NEWS & NOTES / FYI / U.S. SPIRITS HAD BANNER YEAR IN 2017 BEHIND PREMIUMIZATION



February 1, 2018 · By Kyle Swartz

Tags: bourbon sales 2017, spirits sales 2017, spirits trends 2017, vodka sales 2017, whiskey sales 2017, whiskey trends 2017

**U.S. Spirits Had Banner Year in 2017 Behind Premiumization**

- **PREMIUMIZATION TREND IN SPIRITS CONTINUES TO GROW.**

*The spirits category continues to take share from beer and wine.*

- **ALL-NATURAL INGREDIENTS, NO ARTIFICIAL COLORS/FLAVORS.**

*The majority of Liqueurs are artificially colored/flavored and consumers are searching for better and all natural ingredients, including millennials.*

- **LOWER ABV BRANDS ARE BEING SOUGHT BY CONSUMERS.**

*Consumers are seeking brands lower in alcohol by volume (ABV), so that they may enjoy a few drinks comfortably.*

# NÉKTAR LIQUEUR MARKETING

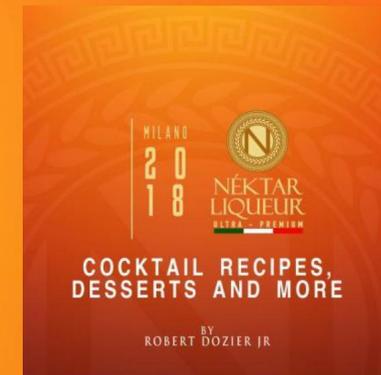
## SALES SHEETS



## SHELF TALKERS



## RECIPE BOOK



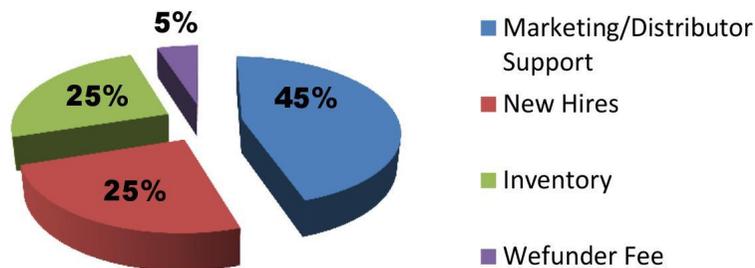
## TRADE SHOWS

## STORE DEMOS



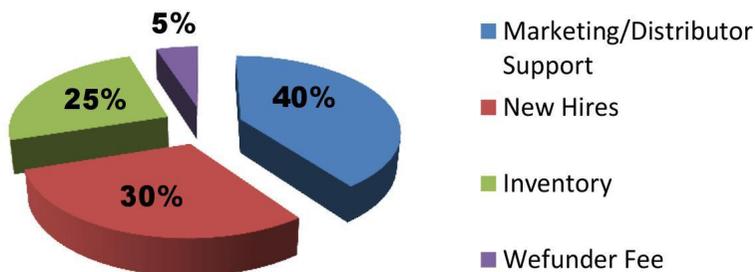
# NÉKTAR LIQUEUR USE OF INVESTMENT PROCEEDS

## Distribution of Wefunder Proceeds \$250k



If we raise \$250k, this will allow us to provide immediate support to our current distributors and new markets for tastings, pos (point of sale) material, brand ambassador support in key markets. We will also be able to introduce our 50ml bottle which reduces sampling cost for new accounts and gives consumers the option to try a smaller bottle before they buy the larger 750ml size. We will also be able to increase our footprint on social media, along with producing cocktail videos.

## Distribution of Wefunder Proceeds \$750k



If we raise \$750k, we will be able to significantly increase sales and the number of markets that we are able to enter and support. We will launch our 50 ml and 375 ml bottles. We can hire the market/region managers we have spoke with, to work on getting us in national on/off premise accounts and providing distributor support. Tasting is key and this funding would allow us to participate in more events and key digital and print advertising to increase consumer awareness.

# NÉKTAR LIQUEUR

**THANK YOU VERY MUCH FOR YOUR  
SUPPORT AND WE ARE EXCITED TO  
GET NEKTAR LIQUEUR INTO NEW  
MARKETS ASAP! – ROBERT DOZIER**

