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CLEVELAND WHISKEY

**Innovative Disruption, Significant Capacity Expansion, Measurable Competitive Advantage.**

[clevelandwhiskey.com](http://clevelandwhiskey.com)

Cleveland, OH



Alcohol & Vice

Ecommerce

Retail

B2C

## Highlights

1 Innovative & disruptive tech providing strong competitive advantage in both domestic and exports.

2 175+ medals won globally, as well as "Whiskey Innovator of the Year"

- 3 512% valuation growth since 2016, from \$8.5M to \$43.2M.
- 4 Sold 1M+ bottles through 3,100+ retail outlets in 20 states & global markets, proving market demand.
- 5 Patented tech transforms whiskey w/ unique woods in hours vs years; eliminates traditional 40% loss.
- 6 New 45,000 sqft riverfront facility increases production 4X immediately with infrastructure for 20X.
- 7 Positioned for acquisition in growing market where recent craft distillery exits reached 11-16X.
- 8 Led by serial entrepreneur with proven exits, backed by veteran industry team and strategic board.

## Our Team



**Tom Lix** Founder/Chief Executive Officer

Serial entrepreneur, technology innovator and seasoned leader with packaged goods, software/new product marketing experience.



**Donald G Coffey** Chief Science Officer

Former Executive Vice President of Research, Development, and Innovation at MGP Ingredients, a leader in whiskey, neutral spirits, and gin manufacturing in the U.S. Holds a PhD in Food Chemistry from Michigan State University



**Andrew Lix** National Sales Director

Sales and distribution leader who has grown with the company since 2012, driving revenue growth from initial launch to current success.

revenue from initial launch through national expansion.



**Johanna Barnowski** Marketing Director

Creative marketing professional with diverse experience in digital strategy, PR, and brand development across multiple industries.



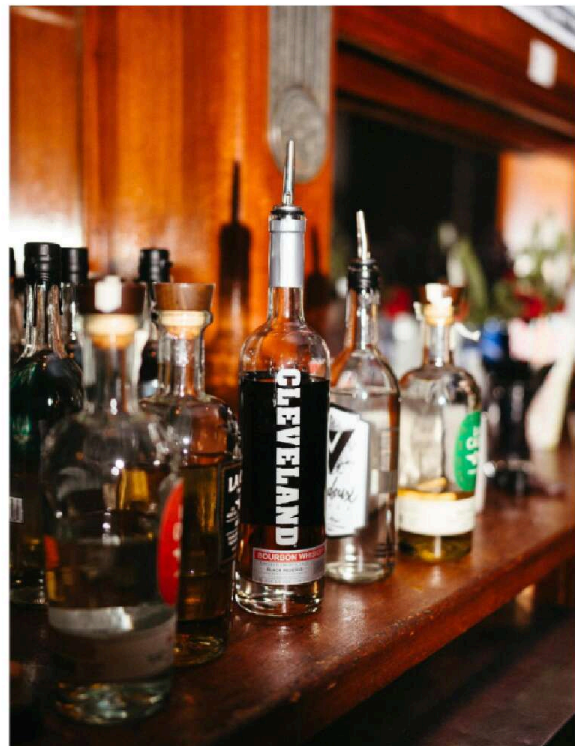
**James Waltz** Distillery Manager

Experienced distiller combining practical production knowledge with formal training in fermentation and flavor development.

## Cleveland Whiskey

### WE ARE CLEVELAND WHISKEY

WE ARE INNOVATORS. WE ARE CURIOUS. WE ARE PASSIONATE. WE ARE DISRUPTORS. WE ARE MAKERS AND DOERS. OUR MISSION IS PURPOSEFUL INNOVATION, AGGRESSIVE IMPLEMENTATION AND CONTINUING PRODUCT IMPROVEMENT. WE THINK IT, WE MAKE IT, WE BRING IT TO MARKET WITH PROPRIETARY TECHNOLOGY. NO LIMITS, NO EXCUSES.



Disrupting Tradition. Innovating Whiskey. Whiskey. Without Limits.™







# JOIN US IN DISRUPTING<sup>1</sup> A \$62+ BILLION INDUSTRY

*the global whiskey market is expected to reach \$110 billion by 2032<sup>2</sup>*

1,2 Whiskey Market Growth Analysis from Fact.MR <https://www.factmr.com/report/4515/whisky-market>

The whiskey industry is growing. We're changing how it works.

## RADICALLY DIFFERENT<sup>®</sup>

The whiskey industry is built on tradition - centuries-old practices passed down without question. While others stay bound by "that's how it's always been done," Cleveland Whiskey breaks the mold. We're revolutionizing an industry that hasn't changed in generations.

Called "heretics" by traditionalists who claimed it couldn't be done, we've proven them wrong. Our innovative approach and patented technology has earned over 175 medals worldwide and the title "Whiskey Distillery Innovator of the Year."

***We respect tradition, but we're not bound by it.  
The proof? It's in every bottle.***



How are we different? We've proven it in every bottle.



# CLEVELAND WHISKEY STATS

- OVER **ONE MILLION BOTTLES** SOLD
- DISTRIBUTION FOOTPRINT IN **20 STATES, EUROPE** AND **ASIA**
- NAMED *WHISKEY DISTILLERY INNOVATOR OF THE YEAR*<sup>1</sup> WITH **OVER 175 MEDALS AND AWARDS** FROM WORLD WHISKEY COMPETITIONS
- **3100+ RETAIL OUTLETS** IN THE UNITED STATES AND CANADA
- DISTRIBUTION AGREEMENT AND PRODUCTION PARTNERSHIP, *ELLA SPIRITS PVT LTD*, FORMED IN DELHI, INDIA: **GATEWAY TO WORLD'S LARGEST WHISKEY MARKET**
- CROWDFUNDING INITIATIVES WITH FOLLOW UP ROUND AND WHISKEY BOND RAISING ALMOST **\$4.2 MILLION**
- ACQUISITION AND REHABILITATION OF *REGISTERED HISTORIC BUILDING* FOR **CAPACITY EXPANSION** AND **CUSTOMER ENGAGEMENT** OPENED TO THE PUBLIC IN AUGUST 2024

<sup>1</sup> Berlin International Spirits Competition 2016

These numbers tell our story. Want to be part of what's next?



## CLEVELAND'S VOICE

CLEVELAND ISN'T JUST A CITY OR A PLACE. IT'S AN ATTITUDE. IT'S HARD WORKING, ENTREPRENEURIAL AND AUTHENTIC. IT'S EDGY WITHOUT BEING PRETENTIOUS. IT'S BELIEVING IN HONEST AND HARD WORK, CREATIVE THINKING, AND INNOVATION. IT'S SIMPLY MAKING GREAT PRODUCTS, TREATING PEOPLE WITH RESPECT, AND KEEPING AN OPEN MIND.

## THIS IS OUR HEART AND SOUL.

**WE'RE UNCONVENTIONAL, WE EMBRACE TECHNOLOGY AND WE'RE PASSIONATE ABOUT MAKING SOME OF THE BEST, MOST INTERESTING AND UNIQUE SPIRITS IN THE WORLD.**

We started in my basement in 2009, shipping our first bottles in 2013. After winning Bronze in a major competition, we pushed harder—inventing new systems and conducting thousands of blind taste tests. Now with 175+ medals, we ship to 20 states and internationally. We're tech-forward disruptors in an unchanged industry. Our 1,700 investors built this company, but there's more ahead. Join us and share in our future success.

Tom Lix  
Founder/CEO



From basement startup to industry innovator - this is our story.

# EQUITY FOR CLEVELAND: A \$12 MILLION GROWTH OPPORTUNITY

## THE MARKET

- Global whiskey market valued at over \$62B in 2024 <sup>1</sup>
- Projected to reach over \$100B by 2032 <sup>2</sup>
- Industry giants struggling to meet surging demand (we aren't!)
- Traditional production takes years - we do it in hours

**AN INVESTMENT IN CLEVELAND WHISKEY POWERS GLOBAL GROWTH THROUGH DISRUPTIVE TECHNOLOGY AND AWARD-WINNING SPIRITS. WITH MAINSTREAM PRICING AND RETAIL ADVANTAGES, WE'RE BUILDING MORE THAN CAPACITY - WE'RE BUILDING THE FUTURE OF WHISKEY.**

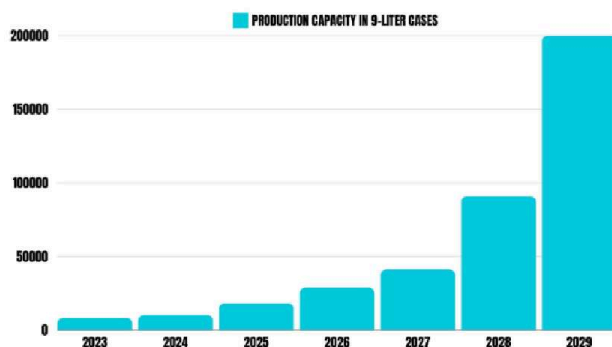
Whiskey Market Growth Analysis from Fact.MR <https://www.factmr.com/report/4515/whisky-market>

*Future projections are not guaranteed.*

## THE GROWTH TRAJECTORY:

### PRODUCTION CAPACITY

**BY 2029, 20X EXPANSION POTENTIAL.**



### COMPETITIVE ADVANTAGES

- Superior cost efficiency vs traditional distilleries
- No aging warehouse requirements
- Zero "Angel's Share" loss (saves 30-40% product)
- Rapid market response capability
- Ability to create unique products other distilleries can't match

The whiskey market is exploding. Here's how we're positioned to capture it.

*Future projections are not guaranteed.*

## THE OPPORTUNITY





### STRATEGIC POSITION FOR GROWTH

- **\$43.2M** pre-money valuation
- **\$12M** raise to accelerate growth
- **512% valuation increase since 2016**
- Clear path to **20X production capacity**

### ACQUISITION POTENTIAL

- Recent Industry Acquisitions:
- Watershed Distillery: \$115M (16X revenue)
- High West Distillery: \$160M (11X revenue)
- Forty Creek: \$167M (14.5X earnings)



Recent craft distillery acquisitions show the potential. Our advantages position us for even greater success.

*Future projections are not guaranteed.*

## Where Cleveland's Industrial Heritage Meets Whiskey Innovation:

- Honoring History While Building the Future
- Sustainable Restoration & Growth
- Proprietary Technology
- Scalable Production
- Multiple Revenue Streams
- Global Market Access
- Proven Innovation Track Record



Innovation meets heritage. We're building on Cleveland's industrial legacy with technology that will define whiskey's future.

# OUR PRODUCTS

CLASSIC AMERICAN BOURBONS, INNOVATIVE NON-TRADITIONAL WHISKIES, UNIQUE SINGLE BARRELS, SMALL-BATCH CUSTOM BLENDS AND CREATIVE EXTENTIONS ARE ALL PART OF OUR EVOLVING CLEVELAND WHISKEY PRODUCT LINE.



Our production efficiency gives us an unbeatable edge: no aging barrels, no angel's share, better margins. The result? Competitive pricing that drives retail placement and consumer loyalty.

From classic bourbon to innovative blends, our diverse portfolio proves what's possible.

## THE FUTURE OF CLEVELAND WHISKEY: DISRUPTING TWO HIGH-GROWTH MARKETS

### Low/No Alcohol Innovation

- Proprietary technology creates superior taste profiles competitors can't match
- Targeting rapidly expanding no-alcohol spirits category
- Positioned for high-value acquisition potential

### Global Market Expansion

- Strategic joint venture established in India - Ella Spirits
- Direct access to world's largest whiskey market
- Innovative concentrate technology bypasses high tariffs
- Partnership with major distributor I Brands Beverages
- Export strategy supported by U.S. Department of Agriculture funding

We're not just disrupting one market. We're transforming two.





## A CLEAR PATH TO GROWTH

- Next-generation technology deployment
- 4X capacity increase in 2025
- Infrastructure preparing for 20X expansion
- Game-changing extract business projected to double annually

**This isn't just about growth - it's about transformation. We're positioning Cleveland Whiskey at the forefront of both traditional and emerging markets.**

This is where innovation meets infrastructure.

*Future projections are not guaranteed.*

## THE \$12M RAISE:

### PRODUCTION EXPANSION: \$4.5M

Next-generation manufacturing systems to revolutionize our production capabilities.

### INFRASTRUCTURE DEVELOPMENT: \$3.3M

Critical facility upgrades and equipment to support advanced distilling operations.

### OPERATING CAPITAL: \$3.1M

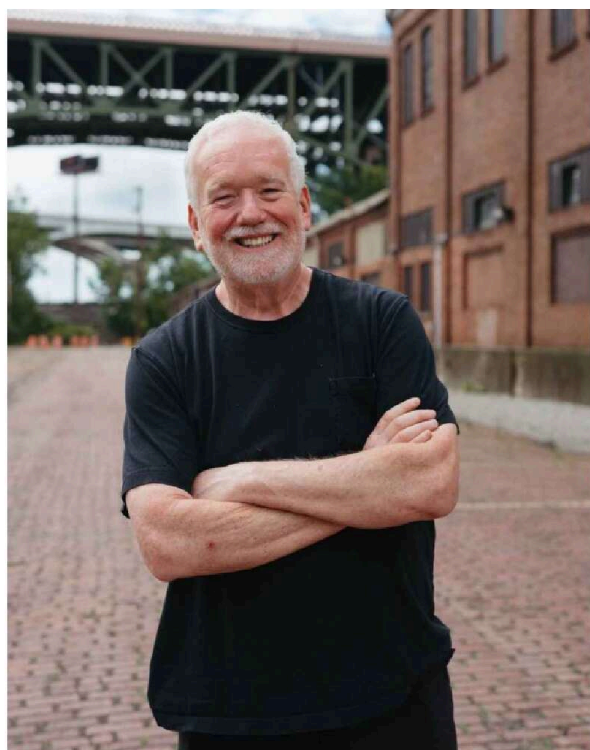
Strategic inventory investment and team expansion to fuel growth.

### MARKETING & SALES: \$1.1M

Aggressive market penetration and brand development initiatives.

Here's exactly how we'll fuel the next phase of growth.

We're raising \$5M of the \$12M on Wefunder.



## NOW IS YOUR TIME

OUR MISSION IS SIMPLE: PUSH THE ENVELOPE WITH PURPOSEFUL INNOVATION AND AGGRESSIVE IMPLEMENTATION. NO LIMITS, NO EXCUSES.

We've built the foundation with scalable production capacity, a renovated riverfront facility, a proven innovation team, and revolutionary technology.

We're at a tipping point for explosive growth as markets open for expansion, new products launch, strategic partners take notice, and we target a liquidity event within 3-5 years.

**We've increased market value by 512% in six years.**

AND WE'RE JUST GETTING STARTED. JOIN US.

512% valuation growth in six years. And we're just getting started. Now's your time to join us.

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## Downloads



[By Laws and Delaware Certificate.pdf](#)



[Cleveland Whiskey Plan Update 3.20.25 \(1\).pdf](#)