



OAK & EDEN™
FINISHED WHISKEY

INVESTING IN OAK & EDEN

SERIES A5

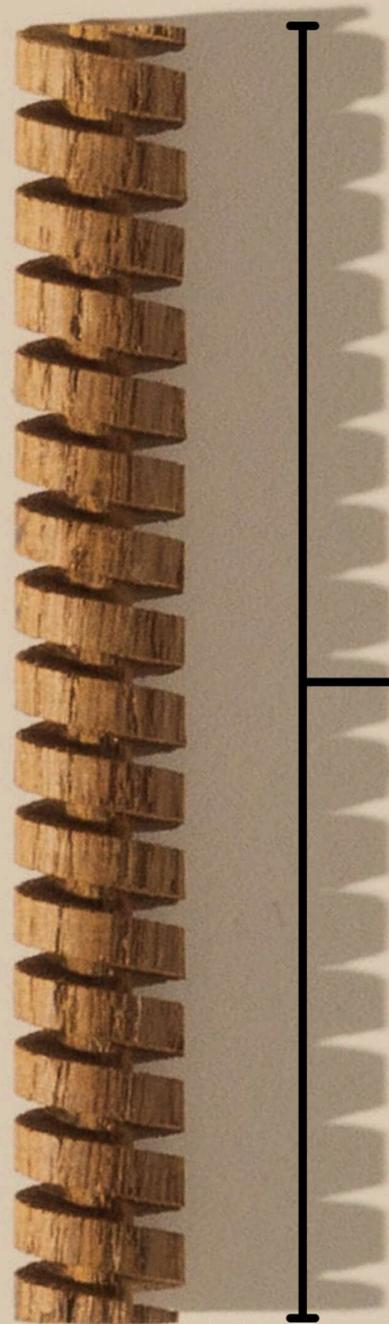
THE GENESIS

Oak & Eden was birthed out of an ideal for innovation. By honoring tradition, yet pursuing an appeal for innovation, we decided to build a brand for the people that was designed with customization at the forefront.



SAY HELLO TO IN-BOTTLE FINISHING™

In-bottle finishing is the lifeblood of Oak & Eden. The process that allows all brand innovation to exist, and it's where our story begins.



*Rests in bottle for
six weeks before
distributing*

5" LONG // 425MM SURFACE AREA

*Made from same
species of oak
as a barrel*

THE SPIRE



INTELLECTUAL PROPERTY

+ 4 PROVISIONAL PATENTS

UTILITY PATENT

In-bottle finishing™

PATENT AWARDED

UTILITY PATENT

Spire

EXCLUSIVE LICENSE TO PATENT

DESIGN PATENT

Direction of resting spire

PATENT AWARDED

DESIGN PATENT

Bottle shape

PATENT AWARDED





MEET THE OAK & EDEN LEADERSHIP TEAM



JOE GILDENZOPF
Cofounder, CEO

Seasoned entrepreneur & CEO. Started, run, and exited multiple businesses over 3 decades.



BRAD NEATHERY
Cofounder, CMO

Serial entrepreneur & former creative agency owner. Founder of Modern Huntsman with '21 exit.



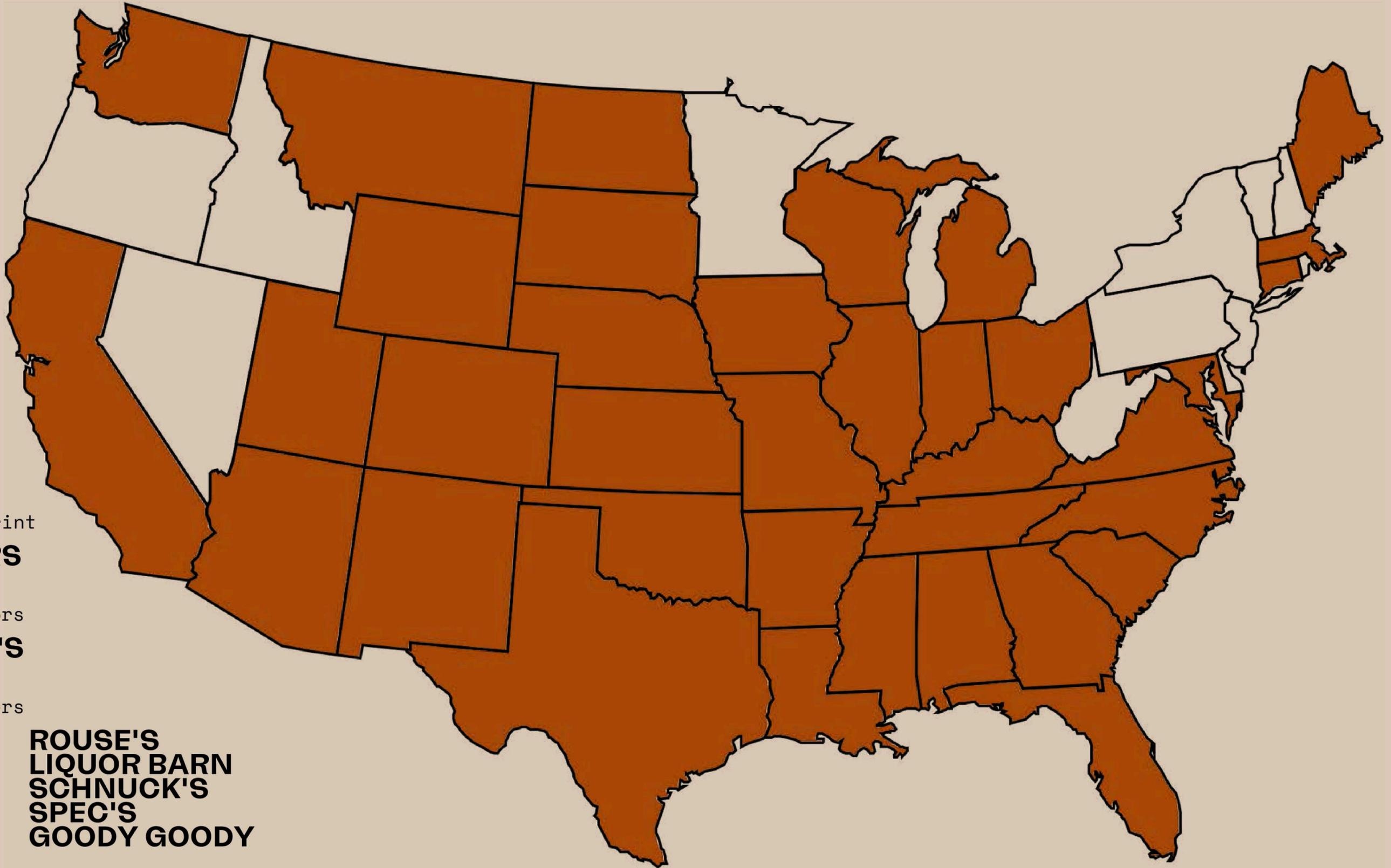
CAMERON GAWLEY
Chief Growth Officer

Founder of Buzzshift (#10 on Inc 5000's Fastest Growing Private TX Companies '21). '21 exit.



JAMES CAMPBELL
SVP, Sales & Natl Accts

Former VP of Sales at Southern Glazer's Wine & Spirits. 26 year veteran sales leader in spirits industry.



Distribution footprint

10K+ RETAILERS

National distributors

RNDC, YOUNG'S

Chain retail partners

**TOTAL WINE
WALMART
MEIJER
ALBERTSON'S
BEVMO
HYVEE**

**ROUSE'S
LIQUOR BARN
SCHNUCK'S
SPEC'S
GOODY GOODY**



SIP AWARDS
2021



SIP AWARDS
2021



SIP AWARDS
2021



SIP AWARDS
2021



CIGAR & SPIRITS
2019



JOHN BARLEYCORN
2020



SIP AWARDS
2021



SUNSET MAGAZINE
2021



INTERNATIONAL
WINE & SPIRITS COMPETITION
2019



SAN FRANCISCO
WORLD SPIRITS COMP
2020



WHISKIES
OF THE WORLD
2020



SUNSET MAGAZINE
2019



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SIP AWARDS
2021



CIGAR & SPIRITS
2021



TEXAS WHISKEY FEST
2019



CIGAR & SPIRITS
2019



NEW YORK
WINE & SPIRITS
2019



JOHN BARLEYCORN
2020



2021
BOURBON & VINE



2020
RYE & ALE



2019
BOURBON & VINE



2020
ROUND PRAIRIE RYE



2020
BOURBON & VINE



2019
RYE & SPIRE



2020
RYE & RUMBA



This is a legitimate innovation and one to get excited about.

Forbes

Oak & Eden bridges the gap between tradition and innovation.

D

In a perfect world, I'd have a sip of everything Oak & Eden makes.

cassius

Top 10 whiskeys in the US.

UPROXX

Best campfire whiskey.

MEN'S JOURNAL

This whiskey finished with rum-soaked oak is perfect for Fall.

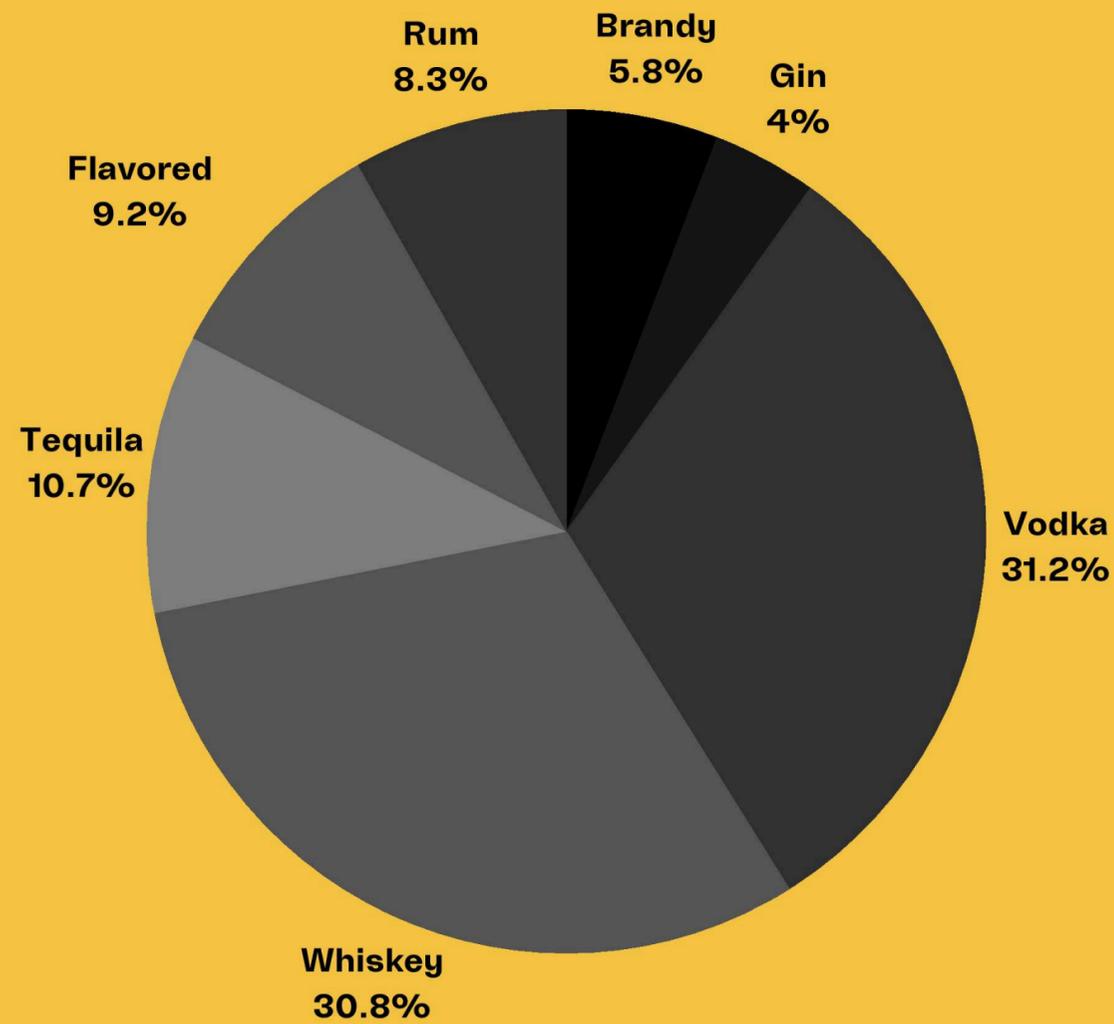
GEAR PATROL



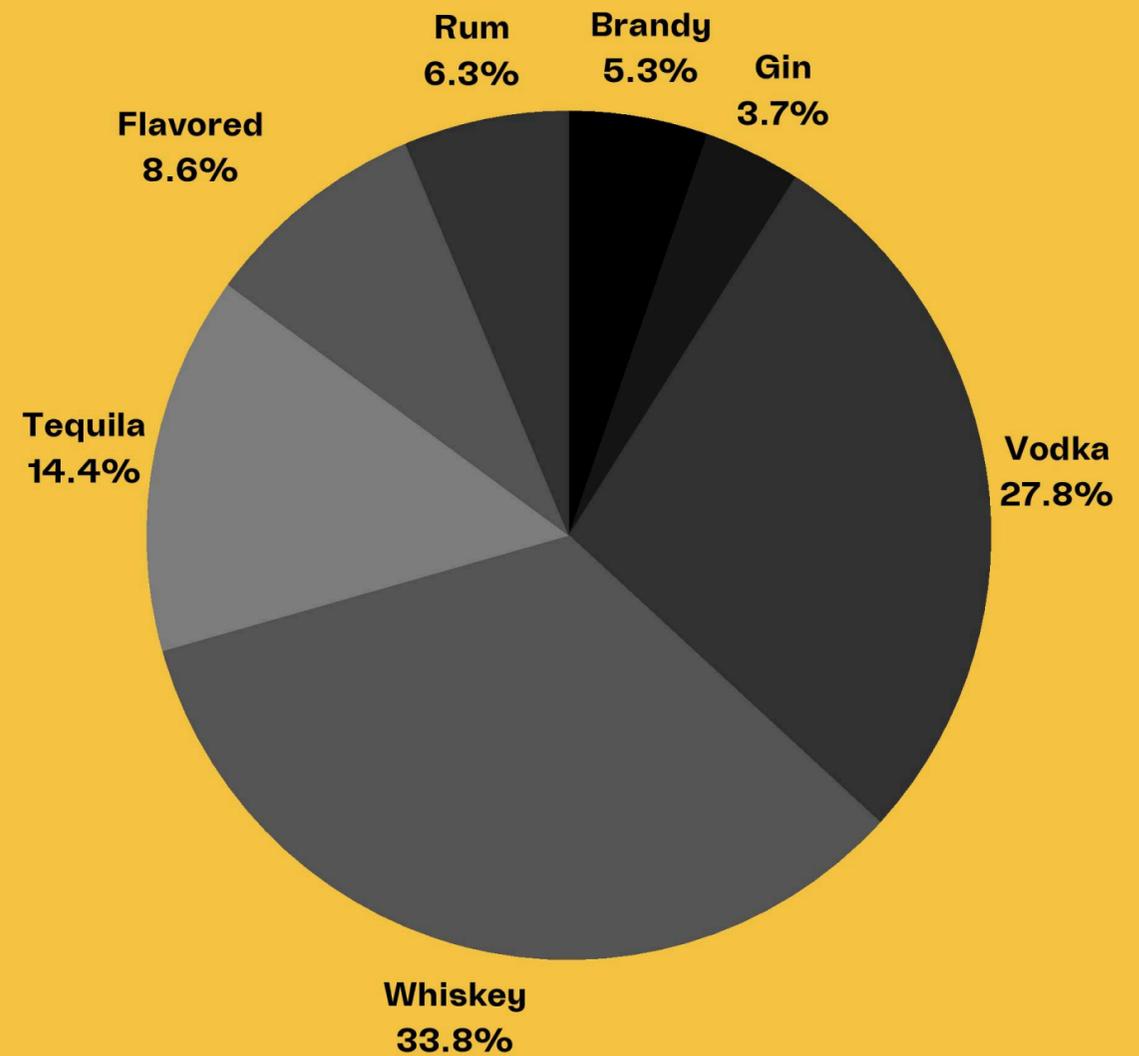
INDUSTRY POSITIONING



US whiskey to outperform vodka in US by 2023 and continue thru 2026



2021



2026 FORECAST

ULTRA PREMIUM US WHISKEY IS THE **FASTEST GROWING CATEGORY** IN THE MARKET



US WHISKEY GROWTH '19-'21

5.9%

ULTRA PREMIUM US WHISKEY GROWTH '19-'21

30.6%



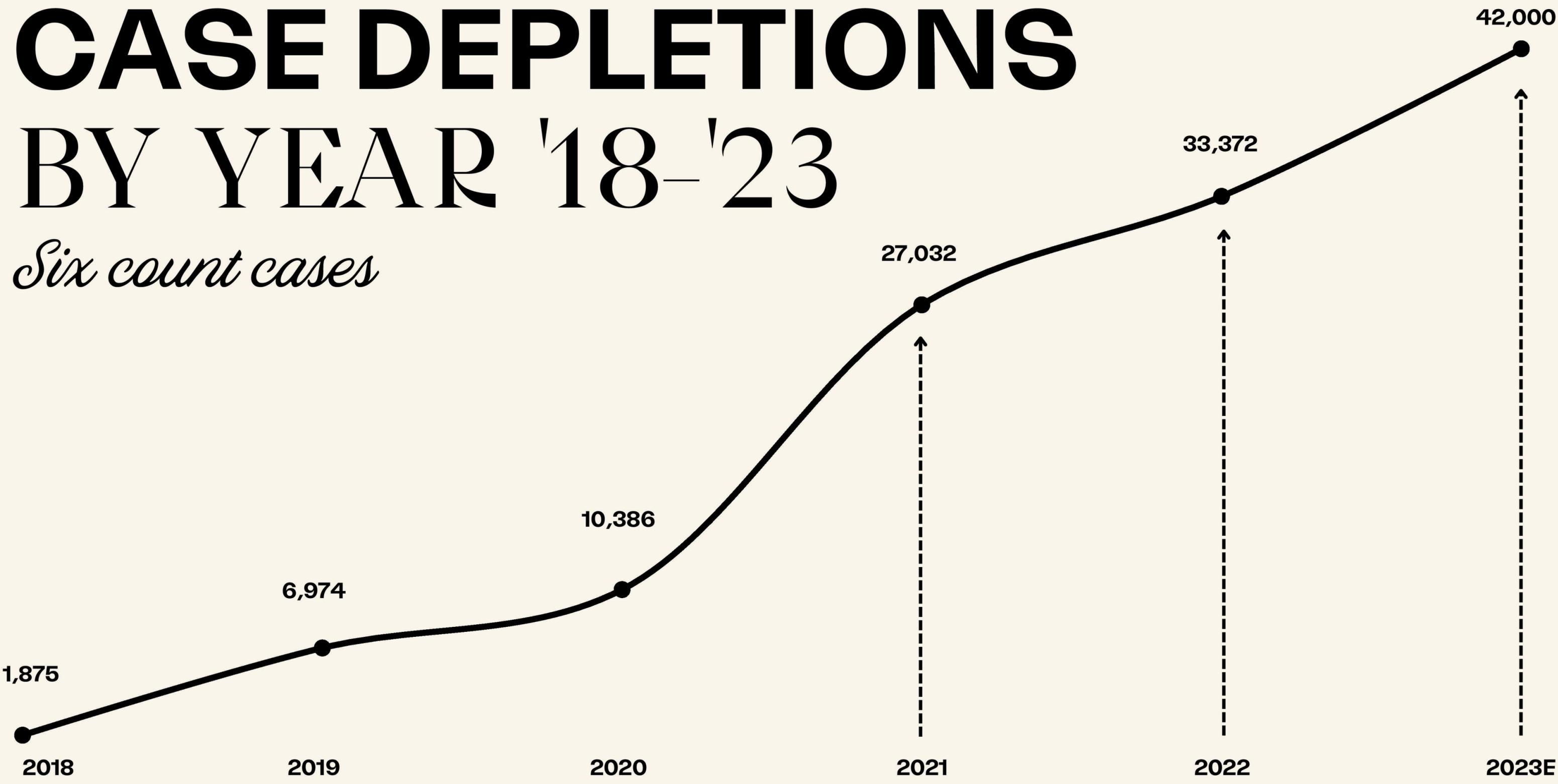
**OAK & EDEN IS THE
#1 FASTEST GROWING
ULTRA PREMIUM
WHISKEY BRAND
IN THE US**

WITH A 167% CAGR FROM YEARS 2018 - 2021



CASE DEPLETIONS BY YEAR '18-'23

Six count cases





INSPIRED SERIES

WHISKEY + WOOD

- DOUBLE GOLD MEDAL
SIP AWARDS 2021
- DOUBLE GOLD MEDAL
SUNSET MAGAZINE 2021
- GOLD MEDAL
CIGAR & SPIRITS 2021
- GOLD MEDAL
WHISKIES OF THE WORLD 2019
- GOLD MEDAL
INTERNATIONAL WINE & SPIRITS COMPETITION 2019
- GOLD MEDAL
INTERNATIONAL WINE & SPIRITS COMPETITION 2019
- GOLD MEDAL
TEXAS WHISKEY FEST 2019



BOURBON & SPIRE
Bourbon whiskey finished with a
toasted American Oak spire

- DOUBLE GOLD MEDAL
INTERNATIONAL WINE & SPIRITS COMPETITION 2019
- DOUBLE GOLD MEDAL
SIP AWARDS 2021
- GOLD MEDAL
INTERNATIONAL WINE & SPIRITS COMPETITION 2019
- GOLD MEDAL
JOHN BARLEYCORN 2020
- GOLD MEDAL
SUNSET MAGAZINE 2019



RYE & SPIRE
Rye whiskey finished with a charred
American Oak spire

- PLATINUM MEDAL
SIP AWARDS 2021
- PLATINUM MEDAL
SIP AWARDS 2021
- GOLD MEDAL
SAN FRANCISCO WORLD SPIRITS COMPETITION 2021



WHEAT & SPIRE
Wheated bourbon finished with a
toasted French Oak spire

- PLATINUM MEDAL
SIP AWARDS 2021



4 GRAIN & SPIRE
Four grain bourbon finished with a
toasted American Oak spire



INFUSED SERIES

WHISKEY + WOOD + INFUSION

- DOUBLE GOLD MEDAL
SUNSET MAGAZINE
2019
- DOUBLE GOLD MEDAL
JOHN BARLEYCORN
2020
- DOUBLE GOLD MEDAL
CIGAR & SPIRITS
2019
- DOUBLE GOLD MEDAL
CIGAR & SPIRITS
2020
- GOLD MEDAL
NEW YORK
WINE & SPIRITS
2019

- DOUBLE GOLD MEDAL
SAN FRANCISCO
WORLD SPIRITS CONF
2020
- DOUBLE GOLD MEDAL
WHISKIES
OF THE WORLD
2020



BOURBON & VINE
Bourbon finished with a Cabernet soaked French Oak spire

BOURBON & BREW
Bourbon finished with a cold brew coffee soaked French Oak spire

RYE & RUMBA
Rye finished with a Caribbean rum soaked American Oak spire

WHEAT & HONEY
Wheated honey finished with a honey soaked American Oak spire

THANK GOD FOR GOOD WHISKEY

CUSTOMIZATION - BRAND



OAK & EDEN

SERIES A5

ANTHRO SERIES

Customization with
celebrities & musicians.

FORRIE J SMITH

ACTOR - YELLOWSTONE

340,000+ FOLLOWERS



COMMUNITY

ACTIVATION

Oak & Eden's retail initiative was birthed out of a desire to create a new breed of tasting room, where the attention was not focused on the legacy of the brand, but rather the possibilities of consumer creation.

- ✓ Custom bottle creation experience
- ✓ Extensive craft cocktail bar
- ✓ Merchandising, cross-sell, and upsell opps
- ✓ Built to scale across all major markets

OAK & EDEN FLAGSHIP | BRIDGEPORT, TX | LAUNCHED JAN '21





OAK & EDEN FLAGSHIP | BRIDGEPORT, TX



ACTIVATING COMMUNITIES

FORT WORTH

We're not just creating tasting rooms. We are activating communities. Scaling from Bridgeport to Fort Worth, and beyond, Oak & Eden Clearfork will exist as the blueprint for a in-person experience model that will allow the brand to active in communities nationwide.

FUTURE LOCATION EXPANSION TARGETS

Dallas, TX

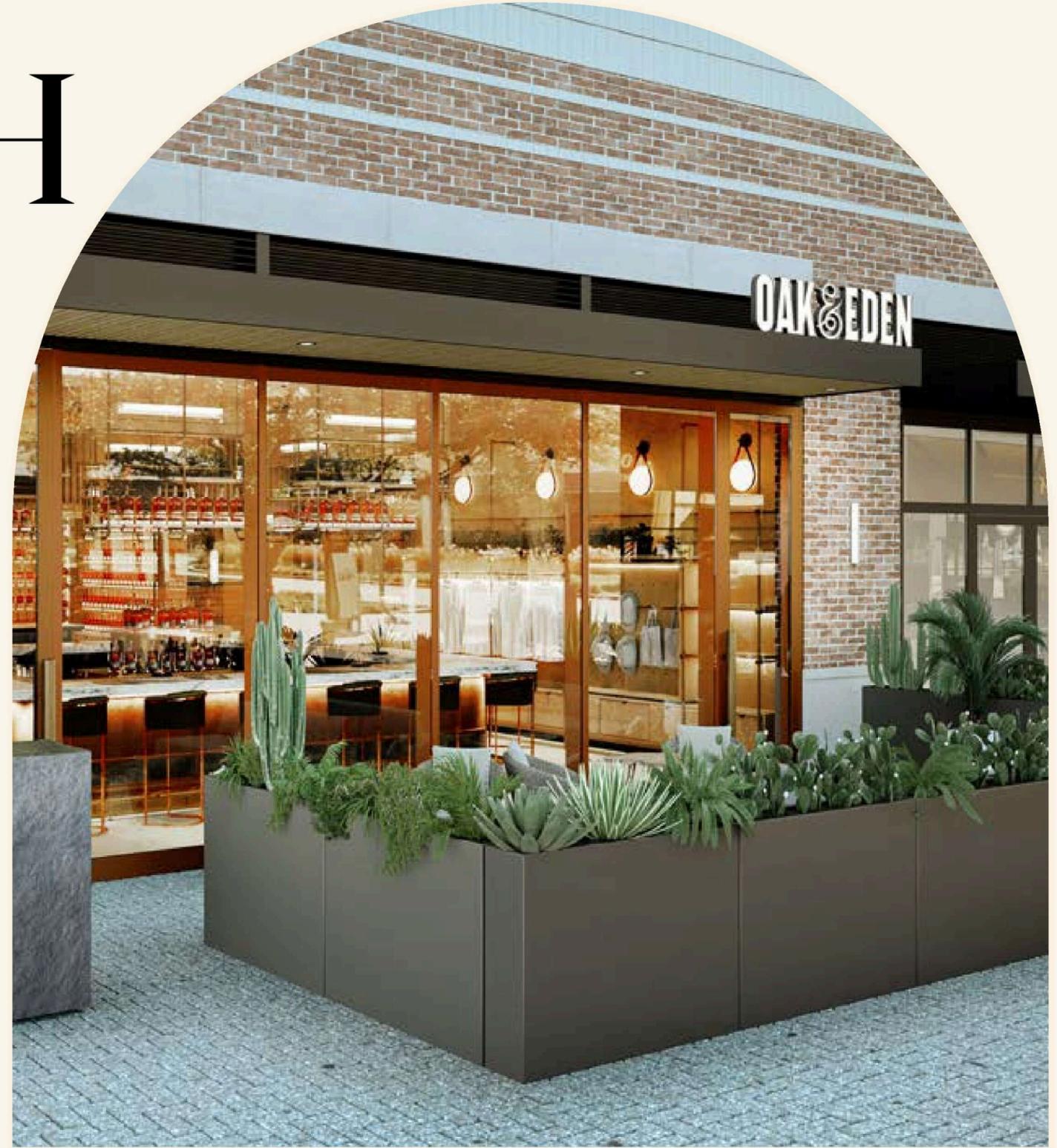
Houston, TX

Nashville, TN

Atlanta, GA

Charlotte, NC

Scottsdale, AZ





OAK & EDEN CLEARFORK | FORT WORTH, TX



CONSUMER CUSTOMIZATION

WHISKEY CUSTOMIZER

In early 2023, Oak & Eden launched the industry's first product customization engine we call the Whiskey Customizer. This tech allows consumers to customize their very own bottle of whiskey and have it shipped direct to their door.

FEATURED IN

Robb Report



InsideHook



RESET

WHISKEY

BOURBON	FOUR GRAIN BOURBON
RYE	WHEATED BOURBON

PROOF

90 PROOF	114 PROOF
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SPIKE

AMERICAN OAK	FRENCH OAK
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INFUSION

COFFEE	HONEY
VANILLA	MAPLE SYRUP
GRAPEFRUIT LIQUEUR	PINEAPPLE LIQUEUR
ORANGE LIQUEUR	BLACKBERRY LIQUEUR
CABERNET	PORT WINE
RUM	NO INFUSION





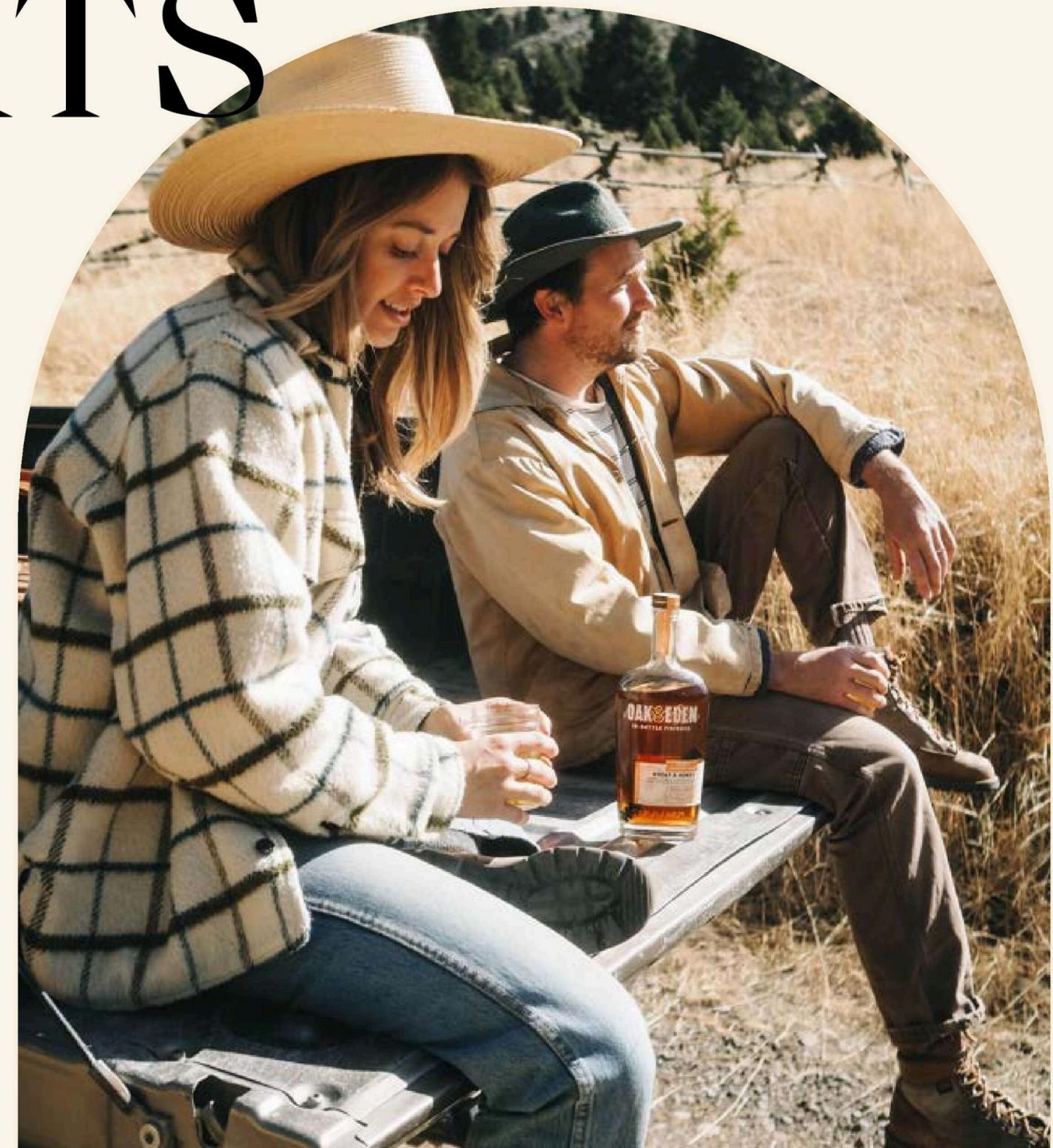
DIGITAL STATS

AUDIENCES

INSTAGRAM	29,000+ Followers
TIKTOK	20,000+ Followers
FACEBOOK	17,000 Followers
EMAIL SUBS	150,000+ Subscribers GROWING 3-5% MO/MO

DIGITAL TRAFFIC

WEBSITE	190,000+ Mo Unique GROWING 10% MO/MO
AGE	50% 35-54 y/o
GENDER	59% M / 41% F
PAID SEARCH CTR	25% IND AVG 5-8%



MARKET ACTIVITY IS STRONG WITH NO END IN SIGHT.

Target	Date	Buyer	EV	Cases Sold	Rev in MM (est)	Multiple
PENELOPE BOURBON	MAY 23	MGP	\$215MM	-	-	-
CODIGO	OCT 22	Pernod Ricard	\$500MM	-	\$58	8.5X
BALCONES	OCT 22	Diageo	-	15,000	-	10X
WILDERNESS TRAIL	OCT 22	Campari	\$600MM	-	\$57	10.5X
GIN MARE	SEP 22	Brown Forman	\$400MM	-	\$26	15X
HOWLER HEAD	AUG 22	Campari	\$100MM	50,000	\$6	15X
HORSE SOLDIER	JUL 22	E&J Gallo	-	-	-	10X
AVIATION GIN	AUG 20	Diageo	\$610MM	100,000	\$28	21.8X
KYOTO DISTILLERY	MAR 20	Pernod Ricard	\$52MM	-	\$4	12.6X

OAK & EDEN™

FINISHED WHISKEY

Thank God for

GOOD WHISKEY!

