

A woman with long brown hair, wearing a black cowboy hat, a denim jacket, and brown pants, stands next to a white horse with brown spots. She is holding a glass of whiskey in her right hand and a bottle of Oak & Eden whiskey in her left hand. The background is a vast, open field with rolling hills under a sunset sky. The sun is low on the horizon, creating a warm, golden glow. The text "OAK & EDEN" is prominently displayed in the upper center, with "FINISHED WHISKEY" underneath it. In the bottom left corner, it says "INVESTING IN OAK & EDEN" and in the bottom right corner, it says "SERIES A5".

# 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.

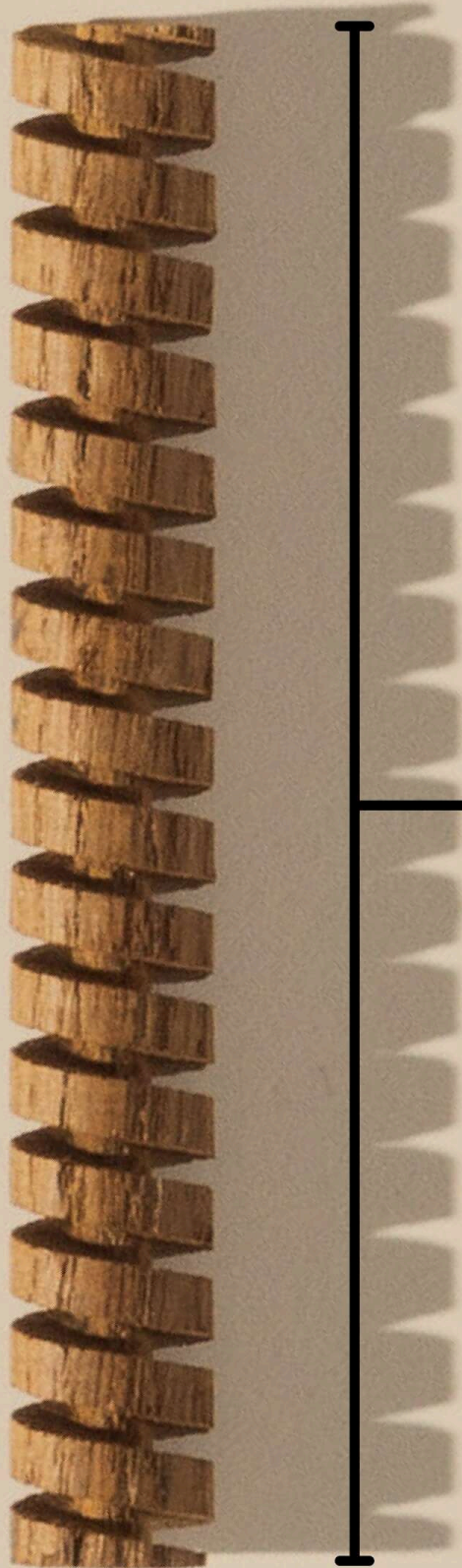






# SAY HELLO TO IN-BOTTLE FINISHING™

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.



THE SPIRE

*Rests in bottle for  
six weeks before  
distributing*

5" LONG // 425MM SURFACE AREA

*Made from same  
species of oak  
as a barrel*





# 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

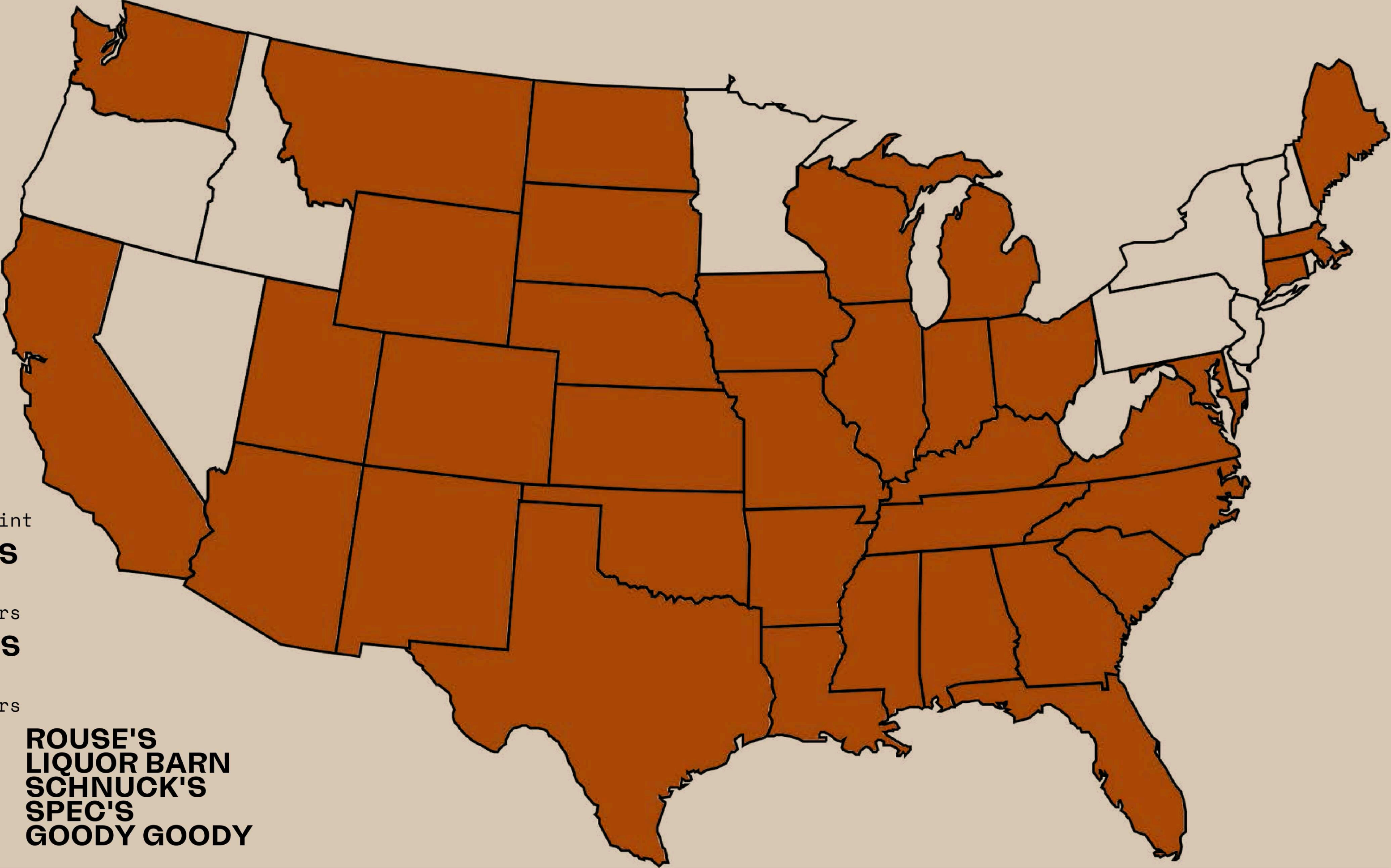
Founder of Buzzshift (#10 on Inc 5000's Fastest Growing Private TX Companies '21). '21 exit.



**JAMES CAMPBELL**  
SVP, Sales & Natl Accts

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





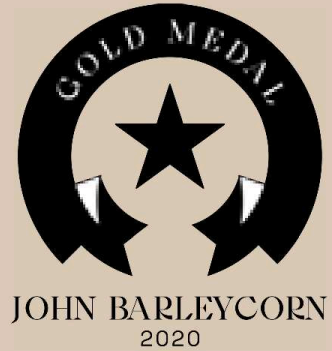
Distribution footprint  
**10K+ RETAILERS**

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**









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

**Forbes**

**Oak & Eden bridges the gap between tradition and innovation.**



**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**



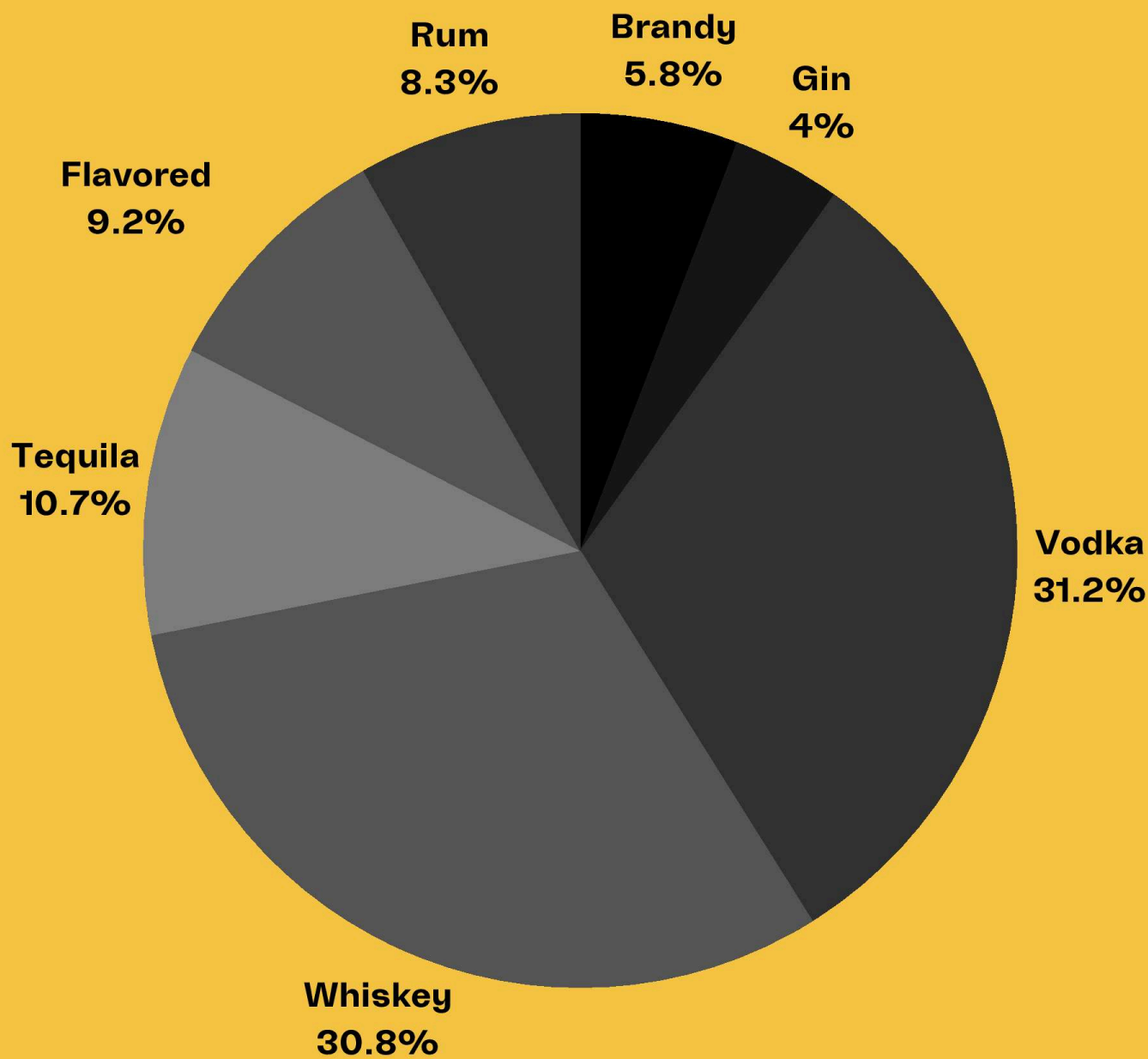


# INDUSTRY POSITIONING

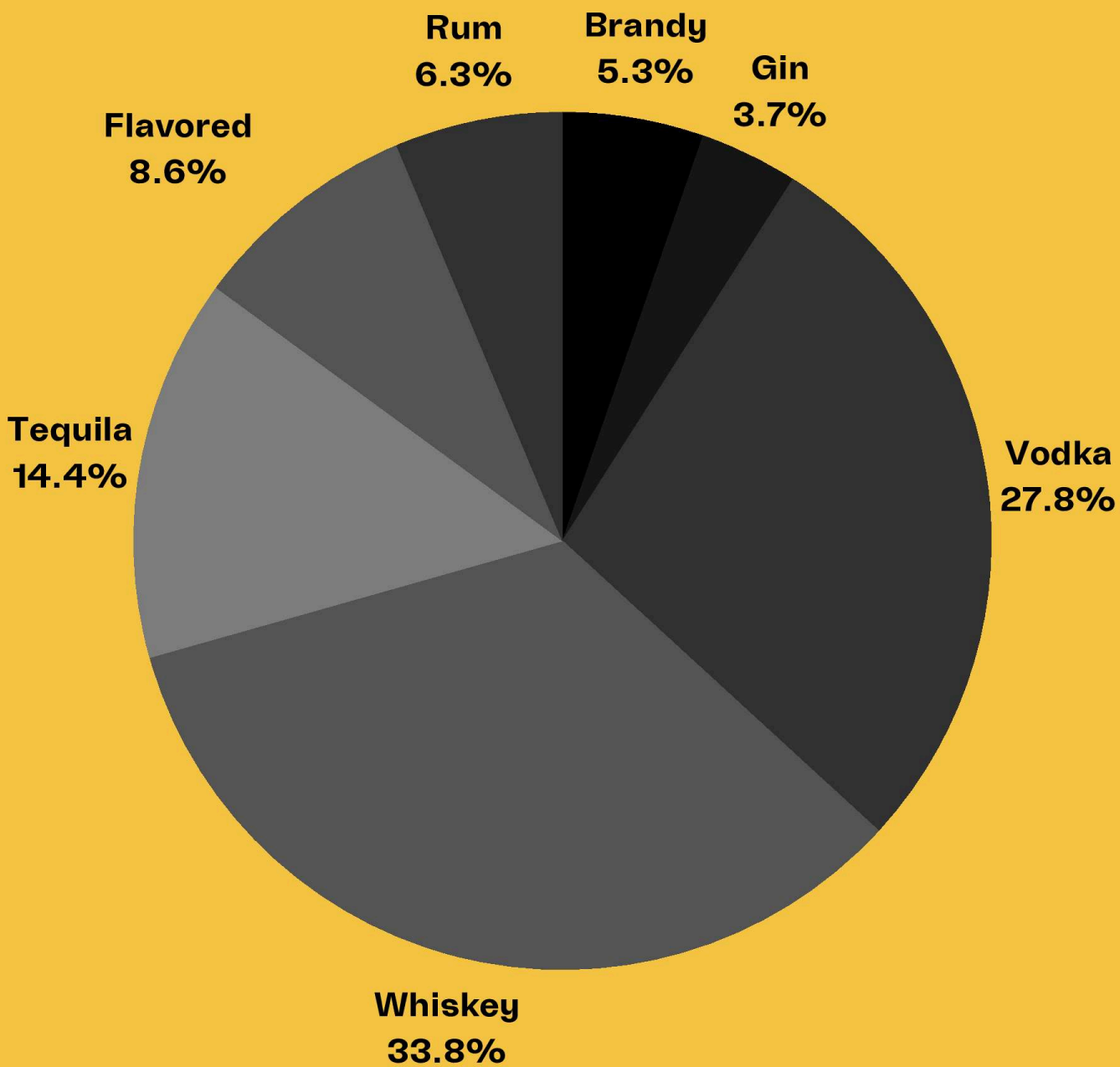




# US whiskey to outperform vodka in US by 2023 and continue thru 2026



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**

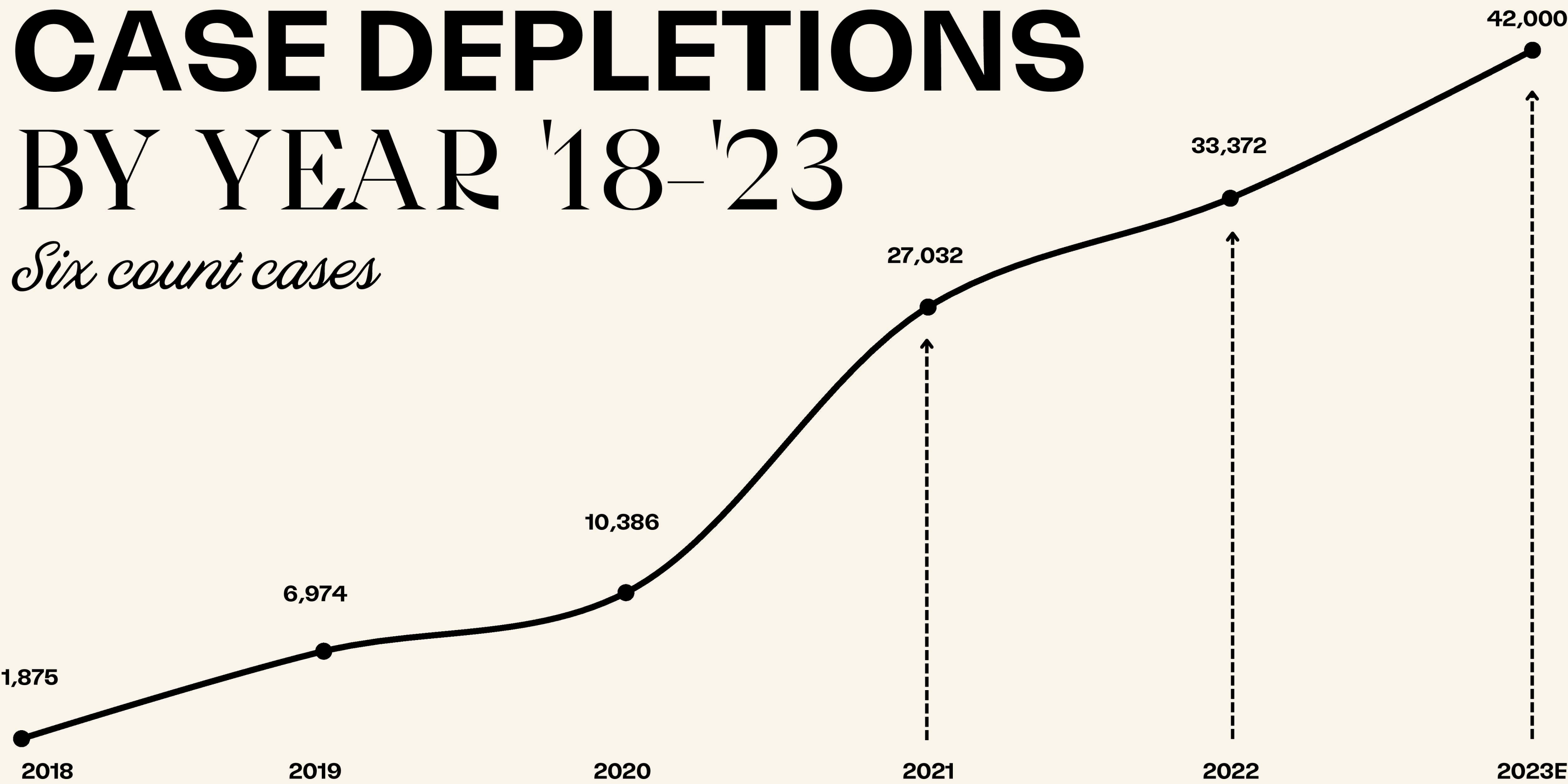
**WITH A 167% CAGR FROM YEARS 2018 - 2021**





# CASE DEPLETIONS BY YEAR '18-'23

*Six count cases*







INSPIRED SERIES

WHISKEY + WOOD

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



BOURBON & SPIRE

Bourbon whiskey finished with a  
toasted American Oak spire

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



RYE & SPIRE

Rye whiskey finished with a charred  
American Oak spire

- SIP AWARDS 2021
- SIP AWARDS 2021
- SAN FRANCISCO WORLD SPIRITS COMPETITION 2021



WHEAT & SPIRE

Wheated bourbon finished with a  
toasted French Oak spire

- SIP AWARDS 2021



4 GRAIN & SPIRE

Four grain bourbon finished with a  
toasted American Oak spire





INFUSED SERIES

WHISKEY + WOOD + INFUSION



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





# 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





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







# 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!**