

INVEST IN RANCH RIDER SPIRITS CO.

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## One of the top tequila cocktails in the US & the original Ranch Water 🍷

LEAD INVESTOR



**Dylan Barbour**

I've been a customer and fan of Ranch Rider for years. Brian + Quentin are experienced founders who understand what it takes to build a sustainable brand with even better taste. I cannot wait to see what these two accomplish in the near and distant future with the brand. Their financial growth over the past few years has been impressive, but not as impressive as the brand loyalty they've garnered from folks all over the country (and especially in ATX). I'm excited to further support the brand in any way I can.

**Invested \$1,000 this round & \$37,760 previously**

[Learn about Lead Investors](#)

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

Austin Texas



Food & Beverage

B2C

Brewery

OVERVIEW

UPDATES

WHAT PEOPLE SAY

ASK A QUESTION

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## Highlights

- 1 Started fast in Texas: outsold High Noon & Cutwater. Currently the #2 canned cocktail in all TX
- 2 Generated \$14m in revenue since launching our brand in January 2020
- 3 Grew to become the #18 brand in US in a large and high growth \$2B canned cocktail market
- 4 We canned the original Ranch Water and sell more than all other Ranch Waters combined
- 5 #2 canned cocktail in Whole Foods nationally. Clean ingredients resonate!
- 6 Backed by Heaven Hill Brands, owners of Elijah Craig, Deep Eddy Vodka, Evan Williams and more
- 7 Investor ambassadors include Defined Dish, Matt Pittman, Dylan Barbour, Scott Eastwood, JJ Redick
- 8 Founded in a food truck on an investment from Texas professors: investors made 30%+ return

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## Our Team



**Brian Murphy** Co-founder, Co-CEO

2x Founder. Texas MBA & Amherst College Alum. Former TaylorMade Golf & adidas Marketing, UPROXX/Barstool Sports Partnerships.



**Quentin Cantu** Co-founder, Co-CEO

3x Founder. Texas MBA. Former political advisor & Whole Foods consultant



**Matt Molinari** COO

MBA & CPA. 15 years CPG & hospitality experience (finance and operations)

SHOW MORE

Simply the West 🤠🚀



Founder commentary will go here! Feel free to drop any comments / questions on our page after you've taken a read through the deck. Thanks for taking a look.

- Brian & Quentin

# AGENDA

1. THE PROBLEM & OUR SOLUTION
2. THE TEAM & CATEGORY
3. OUR PERFORMANCE
4. WHAT'S NEXT



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## ONE THE PROBLEM & OUR SOLUTION

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**Most canned beer**

**alternatives on the market fall into one of two categories:**

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## **1) Sugary**

**Most canned cocktails on the market are packed with sugar: the leading margarita uses almost 7 packets!**



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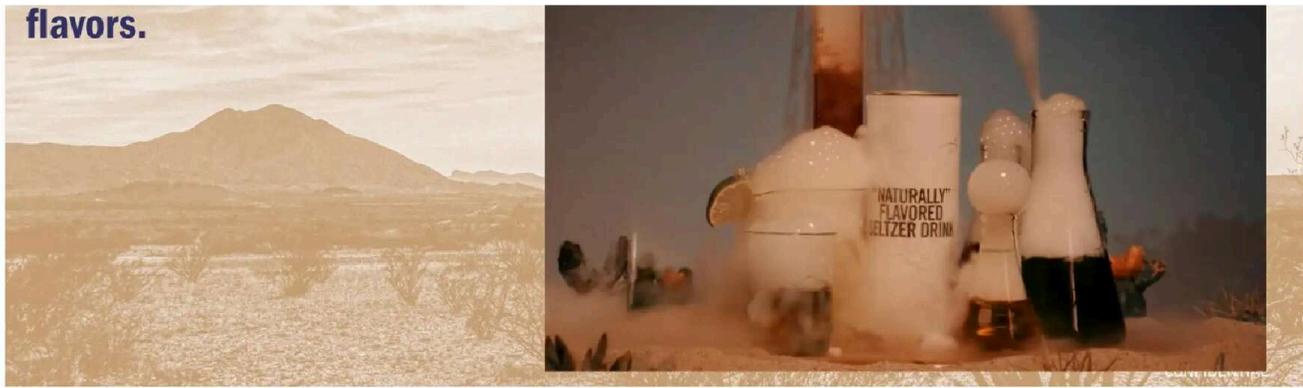
We once almost dropped a wheelbarrow of sugar off to our friends at Cutwater (because we don't need any), but were fearful of a lawsuit.

## **2) Artificial tasting**

**Others, trying to avoid sugar, pack in lab-created erythritol, stevia, aspartame or "natural"**



flavors.



You know it when that liquid hits your lips: "something tastes artificial here".

OUR SOLUTION:

## Ranch Rider Spirits Co.

Just premium spirits, sparkling water & fresh-squeezed citrus.



The Best of the West!

*The Original*  
**RANCH WATER**

We were the *first to can* this legendary Southwestern recipe in 2019. Ranch Water combines



**WHAT WE USE:**  
All-natural, simple, ingredients you can pronounce & buy at the grocery store, and the highest quality of spirits.

**WHAT WE NEVER USE:**  
Lab-created "natural flavors," additives,

Just three clean ingredients:  
premium reposado tequila,  
sparkling water, and fresh-  
squeezed lime.



preservatives, sweeteners  
or malt liquor.

We were the first to can this classic Texas bar call called "Ranch Water". It is a trend that is catching fire nationwide and we are the #1 selling tequila-based Ranch Water in the country!

**RANCH RIDER SPIRITS - CO. -**

**A Simple Recipe:**

-  **PREMIUM SPIRITS**
-  **REAL-SQUEEZED CITRUS**
-  **NO ADDED SUGAR**



**OUR RANCH WATERS**  
The original and #1 in market share: all made with premium reposado tequila, real-squeezed citrus & no added sugar.

**TEX MEX CLASSICS**  
Our take on traditionally sweet cocktails. Crafted with real citrus & no added sugar.

**VODKA SKUS**  
A west Texas bar call and our take on a classic Mule, without any kick of sugar.

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Quality spirits and ingredients you can pronounce and buy at the grocery store: a delicious combination.

**A difference you can see**

Using only premium spirits, sparkling water and fresh-squeezed citrus. Just like you'd make them at home. Our drinks have real color



because fruit has real color.



Have you ever seen a clear grapefruit?

HOW WE STACK UP				
				
	<b>RANCH RIDER</b>	<b>CUTWATER</b>	<b>HIGH NOON</b>	<b>WHITE CLAW</b>
<b>ADDITIVES</b>	No added sugar or anything made in a lab	Lab created flavors, cane sugar, citric acid, sodium citrate	Lab-created flavors, citric acid, potassium citrate & sorbate	Lab created flavors, cane sugar, citric acid, sodium citrate
<b>SUGAR</b>	0.4g Sugar	27g Sugar	2.9g Sugar	2g Sugar
<b>ALC BASE</b>	Reposado Tequila & 6x Distilled Vodka	Well Tequila	Well Vodka	Malt-liquor
<b>CALORIES</b>	119 Calories	360 Calories	100 Calories	100 Calories
<b>OWNER</b>	Employee-owned	AB InBev	E & J Gallo	Mark Anthony Brands

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A product that cuts no corners, and a business that is employee-owned & operated!





# FOUNDED BY TWO STUDENTS

LIKE MANY TEXANS,  
WE WERE CONCEIVED IN  
THE BACK OF A TRUCK

Brian & Quentin met at  
business school at UT

Started a food truck to bring  
healthier options to campus

Created Ranch Rider Spirits  
during their shifts on the  
truck & launched in '20

Became the #1 spirit-based  
RTD in Texas in Year 1  
(passing national leader  
High Noon)

We raised \$60k from professors & classmates to start a healthy food truck on campus. The food truck did almost \$1m in revenue its first year and the investors made a great return. We now can the drinks we used to share with our customers after our shifts.

## THE LEADERSHIP TEAM

WE ARE A PASSIONATE LEADERSHIP TEAM WITH A DIVERSE MIX OF  
INDUSTRY EXPERIENCE.



**QUENTIN  
CANTU**  
CO-FOUNDER  
CO-CEO

- Texas MBA
- Oversees supply chain, ops, & production team of 15 employees
- Three-time founder



**BRIAN  
MURPHY**  
CO-FOUNDER  
CO-CEO

- Texas MBA
- Former TaylorMade Adidas Marketing, CA
- UPROXX and Barstool Sports Brand Partnerships, NYC



**MATT  
MOLINARI**  
COO

- Promoted from VP Finance
- Oversees all Finance, Accounting, & Operations
- MBA & Certified Public Accountant
- 15 yrs of hospitality and



**ALLISON  
WETSEL**  
ADVISORY BOARD

- 19 yrs at The Family Coppola President of Sales & Marketing
- Grew the brand from 60K cases to 2M
- Current VP National Accounts Vina

## THE BOARD OF DIRECTORS

INVOLVED FOUNDERS WITH A LARGE SPIRITS SUPPLIER AS AN ACTIVE BOARD MEMBER & ADVISOR



**QUENTIN CANTU**

BOARD MEMBER

- Co-founder & Texas MBA
- Oversees supply chain, ops, & production team of 15 employees
- Three-time founder



**BRIAN MURPHY**

BOARD MEMBER

- Co-founder & Texas MBA
- Former TaylorMade Adidas Marketing, CA
- UPROXX and Barstool Sports Brand Partnerships, NYC



**WILL RIVES**

BOARD MEMBER

- Current CFO of Heaven Hill Brands
- 10 yrs of M&A and financial experience at Heaven Hill Brands
- 7 yrs previously at Deloitte



**BRIAN ISERN**

BOARD MEMBER

- Founder, President of BORA Venture Partners, LLC
- Co-Founder, President & Sole Manager of Sibling Capital Ventures LLC
- 10+ years in VC Industry

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A highly motivated and experienced team - changing the ready-to-drink category one can at a time!

## INVEST WITH THE BEST: CURRENT INVESTORS

### INDUSTRY INVESTORS



HEAVEN HILL BRANDS  
BOARD MEMBER & #1 INVESTOR

**BLUE RIDGE**  
SPIRITS & WINE MARKETING

BLUE RIDGE SPIRITS  
EXCLUSIVE US SALES RELATIONSHIP



GOAT RODEO  
CAPITAL

GOAT RODEO  
INDUSTRY INVESTOR

### KEY AMBASSADOR INVESTORS



**DYLAN BARBOUR**  
FOLLOWERS: 1M



**SCOTT EASTWOOD**  
FOLLOWERS: 4M



**JJ REDICK**  
FOLLOWERS: 500,000



**HANNAH G**  
FOLLOWERS: 2M



**MEAT CHURCH**  
FOLLOWERS: 830,000



**ALEX SNODGRASS**  
FOLLOWERS: 750,000

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Our industry investors help us navigate the murky waters of the alcohol category. Our ambassador investors help us get the word out about these delicious drinks.

## WE ARE IN A LARGE & GROWING CATEGORY

### Prepared Cocktails Are Fastest Growing Segment In A Hot Category



Source: Nielsen 2022

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Canned cocktails and tequila are two hottest categories in spirits - sounds like a great combination!



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# INCREDIBLE SALES START

## Nielsen data measures consumers buying Ranch Rider from retailers



**HIGH UPSIDE** Ranch Rider is only distributed in 2% of US retail outlets!



We have three groups of customers who buy Ranch Rider: distributors, retailers and consumers. Sales from the most important group (consumers) are measured by Nielsen. This is the difference between "sell-in" and "sell-through".

## RIISING THE RANKS NATIONALLY

### KEY NATIONAL ACCOUNTS



Total Wine & MORE



Albertsons VONS PAVILIONS



RANCH RIDER SPIRITS  
IS THE NUMBER  
2  
CANNED COCKTAIL  
BRAND IN TEXAS

RANCH RIDER SPIRITS  
IS THE TOP  
18  
CANNED COCKTAIL  
BRAND NATIONWIDE

RANCH RIDER SPIRITS  
IS THE NUMBER  
2  
CANNED COCKTAIL  
BRAND IN WHOLE FOODS

OUR RANCH WATER SELLS MORE  
PER STORE THAN ANY OTHER  
TEQUILA CAN IN THE COUNTRY

#1 VELOCITY TEQUILA SKU -NIELSEN

Nielsen 2022 355ml Canned Cocktails CONFIDENTIAL

A big part of why we are raising \$ from Wefunder is to invest in sales & marketing. When we secure a big chain placement, we need to make sure it is selling through. The category has been flooded with new entrants, and the brands that perform best at retail will be the ones that stick around.

## OUR TEQUILA PRODUCTS ARE ON FIRE

OUR RANCH WATER IS #1 IN SALES PER STORE OF ANY TEQUILA CAN IN THE NATION



Nielsen 2022 \$ per point of ACV: 4, 6, 8 & 12-pack Tequila SKUs \$500K+ T52

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This is what we mean when we say we are a top tequila cocktail in the country: our Ranch Water sells more per store than any canned tequila cocktail in the country!

## REAL COMMUNITY ENGAGEMENT

As a grassroots brand founded in a food truck (rather than a board room), we have built a community of engaged fans who help us build our journey.

We have almost 100k followers between social media & email, and 7x the engagement rate of other brands in the category. We have some incredible brand partners & a roster of creators who help us to expand our reach.

TECOVAS

↑Huckberry

Howler  
BROS



Excited to add thousands more from Wefunder to our community!

## NATIONAL PRESS HITS

## NATIONAL PRESS HITS



**These uniquely Texan canned craft cocktails boomed after launching during the pandemic**



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Here's some great press we've received:

<https://www.foxnews.com/video/6277450100001>

<https://www.cnbc.com/2021/05/23/ranch-rider-spirits-canned-craft-cocktails-boomed-during-the-pandemic.html>

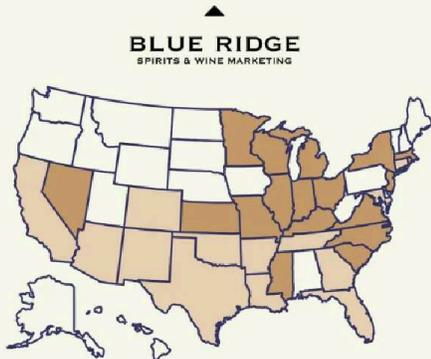
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# WHAT'S NEXT

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## HOW WILL WE INVEST OUR CAPITAL?

Expanding our national footprint while increasing penetration in existing markets.



We just kicked off our partnership with Blue Ridge – a 45-person team of industry sales experts representing us across the entire US. We will be investing capital to generate new distribution and retail sales.

BRAND	NATIONAL DISTRIBUTION (NIELSEN ACV 5.21)
HIGH NOON	54%
CUTWATER	31%
JACK DANIEL'S	13%
RANCH RIDER	2%



If we can maintain our sales per store & expand distribution to reach the level of Jack Daniel's RTDs, we will surpass \$40m in revenue.

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And if we hit Cutwater distribution - we will be at \$100m in revenue!

\*Forward looking projections cannot be guaranteed.

## CONTINUING TO LAUNCH NEW PRODUCTS

Our team at the distillery is constantly listening to feedback from our consumers and testing new concepts. We can't wait to share our innovation updates with Wefunder!



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Drop your innovation ideas in the comments, we'd love to hear them! Some fun updates coming soon....



WHY WE ARE RAISING FROM

## WEFUNDER

Beyond using the investment to increase distribution and launch new products, we couldn't be more excited to invite more folks into our Ranch Rider family. We know the power of having thousands of brand advocates from the crowdfunding community support our brand in the market!



Ranch Rider ❤️ Wefunder

## STRONG BRANDS CAN WARRANT HIGH MULTIPLES

Strategic firms have historically acquired high-growth beverage brands for 5x - 7x revenue, with a premium paid for the highest quality brands.

			
	<b>HIGH WEST</b>	<b>CASAMIGOS</b>	<b>CUTWATER</b>
ACQUIRER	Constellation	Diageo	AB InBev
DATE	October 2016	June 2017	February 2019
PRICE	\$160m	\$700m	\$325m
MULTIPLE	6.2x revenue	14x revenue	6.5x revenue
EARNOUT	N/A	+6x revenue	N/A

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This is the response to the question to "so how am I going to get my money back?". If we execute the plan as an independent brand, a larger company could purchase the business at some point. Then we will all get paid!

## POTENTIAL EXIT SCENARIOS

## POTENTIAL EXIT SCENARIOS

Wefunder investors will make a return on their investment through a brand acquisition. See below for an analysis of the return potential:

Wefunder Assumptions						
Total Investment	\$ 1,200,000.00					
Ownership at Conversion	4.5%					
Future Dilution	10%					
Sensitivities						
		Exit Revenue	Exit Multiple	Enterprise Value at Exit	Proceeds to Wefunder	Return Multiple
Outperform Case		\$60,000,000	8.0x	\$480,000,000	\$19,440,000	16.2x
Base Case (Current Plan)		\$40,000,000	7.0x	\$280,000,000	\$11,340,000	9.5x
Underperform Case		\$20,000,000	6.0x	\$120,000,000	\$4,860,000	4.1x

\*These are estimates only. Actual returns could be zero.

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When you invest, help us by buying Riders & telling your friends - we could all make more money

Thanks for reading. Let us know if you have any comments / questions concerns and we will get back to you 🍷

