

INVEST IN UNCLE WAITHLEY'S BEVERAGE COMPANY

Elevating the Adult Non-Alcoholic Beverage Market with Caribbean Flavors & Artisanal Craftsmanship



unclewaithleys.com New York, NY

Highlights

- 1 Over 400,000 bottles sold since launch less than 4 years ago
- 2 Added 350+ on- and off-premise accounts since April
- 3 166 new Whole Foods stores aboard since June 2025
- 4 Created by Yale-educated serial entrepreneur and renown mixologist Karl Franz Williams.
- 5 One of the only NA beverages with Scotch Bonnet pepper.
- 6 Whole Foods is an equity investor in our brand.
- 7 Selected for UNFI's UpNext program, opening access to 30,000+ accounts.
- 8 One of four ginger sodas leading the Ginger Beer revival (WSJ).

Featured Investor



Steven Olson
Syndicate Lead

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Invested \$205,000

beveragealcoholresource.com

"I am a firm believer in Uncle Waithley's for a number of reasons. First of all, as a consultant and educator, I have empowered many with the techniques needed to properly evaluate and blind taste... And this non alcohol liquid is the real deal. In addition, this is an authentic story, truly made from a family recipe

with deep roots in the Caribbean, and represents what ginger beer is supposed to be. As a black owned and powered business, built from the ground up, supportive of—and supported by—the community, the success of this business is absolutely integral to that very same community. Perhaps most important to me, however, as a professional in this industry, as well as an investor, is my deep faith in my close friend and business associate Karl Williams. I believe in Karl. I have known him and worked with him for almost 20 years. I also believe in Karl's team, as they are professionals at the very highest level, and they are each deeply committed to this project. I have no question in my mind that the growth you are reading about will only continue to expand exponentially, as we continue to see it not only on the shelves of great retailers like Whole Foods, but in the most important cocktail bars in the US...and one day soon, across the globe. I personally and professionally am deeply committed to this project as well, and look forward to welcoming you as an investor with me, and with others, who have joined in this incredible adventure."

Team



Karl Williams Founder and CEO

Yale Grad 25+ Year's in Beverage, including in Brand Management, Marketing, and Innovation at P&G and Pepsi Renown mixologist and spirits educator - founded 67 Orange Street - Esquire's Top 27 Bars in America 2021 and World's 50 Best Discovery



Monica Freeman-Greene VP, Organizational Strategy

15+ years in HR & executive management



Michael McConnell Director of Marketing + Culture

Award winning marketing professional with 15+ years marketing experience via Belvedere, Heineken and Text-To-Pledge



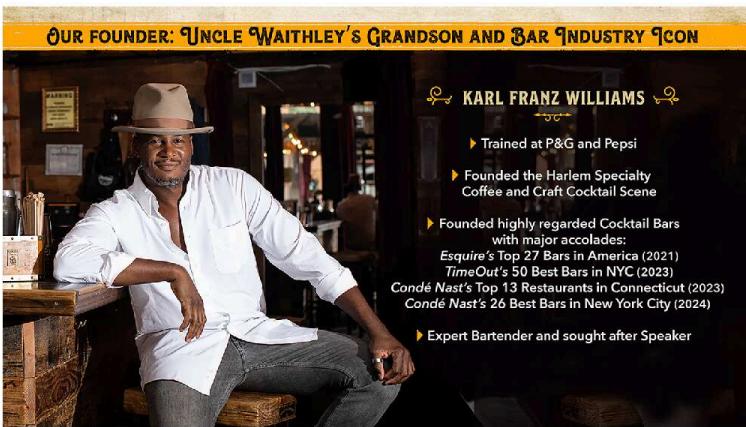
Scott Parker Co-founder and Advisor

30+ years growth marketing experience PepsiCo, ESPN, DripDrop, XFL

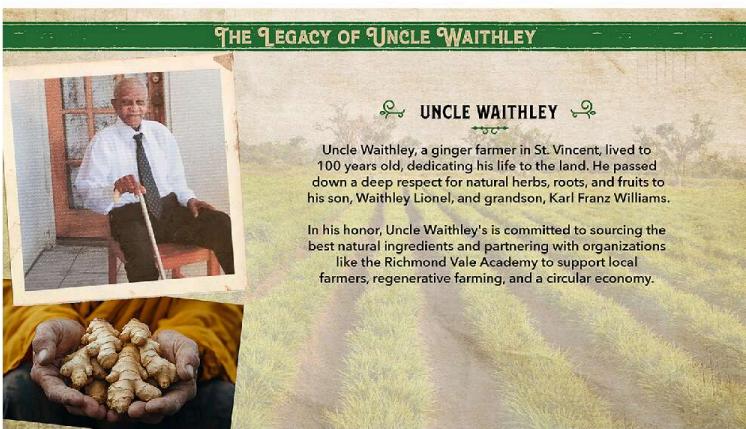
Get Ready to "Spice Up Your Vibe" with Uncle Waithley's Vincy Brew



We are Uncle Waithley's Vincy Brew - A groundbreaking line of Caribbean flavored adult non-alcoholic beverages, crafted by expert bartenders with authentic flavors, fresh natural ingredients, and Scotch Bonnet pepper—designed to elevate cocktails and non-alcoholic drinks alike. You could call us a ginger beer and we wouldn't mind at all. But we are also so much more...



The brand was developed by founder and CEO Karl Franz Williams—an award-winning mixologist and entrepreneur with a track record of innovation and success.



Karl likes to say that this brand is so much bigger than him. It's a tribute to his family and culture. Lessons learned from his grandfather and passed down through his father are at the heart of this brand. "I couldn't be prouder to have my Grandfather's name on our bottle" - Karl Franz.

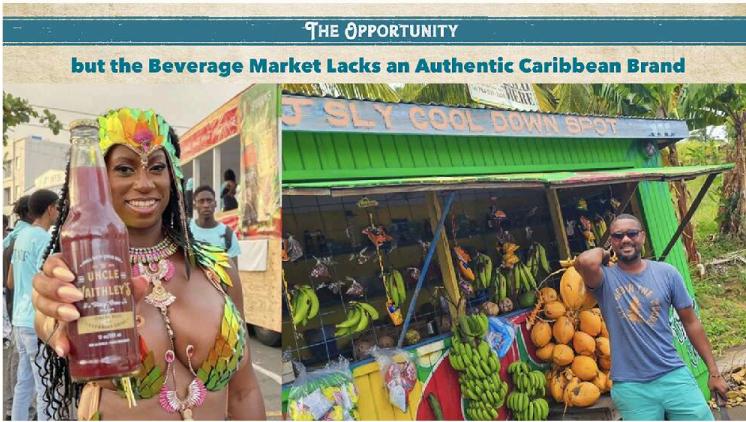


The non-alcoholic beverage market is experiencing explosive growth, creating a massive opportunity for premium, craft drinks.





This growth is driven by Millennials and Gen Z consumers who are drinking less alcohol. These consumers have particular motivations, including actively seeking brands with real stories and cultural authenticity.



Unfortunately, there are very few beverage brands on the market today that are rooted in authentic Caribbean culture and showcase many of the unique flavors which are celebrated in the Islands.



This is particularly surprising, because Caribbean culture is having its moment. These flavors and culture are trending in the culinary and beverage space and driving success for those that embrace them.





So we launched Uncle Waithley's Vincy Brew - to celebrate and showcase authentic Caribbean flavors in beverage. Four pillars guide our approach to the market: Vintage, Crafted, a "Vibe," and Sustainable.



THE SOLUTION



VINTAGE

Uncle Waithley's is rooted in Caribbean heritage, honoring family traditions and the authenticity of island life. Our flavors evoke nostalgia—memories of family gatherings, recipes passed down for generations, and the unmistakable taste of home. Crafted with time-honored techniques and vibrant, fresh ingredients, each sip is a tribute to legacy.

UNCLE WAITHLEY'S™

“Vincy” Brew

GINGER BEER

Inspired by Caribbean traditions and family culinary secrets, Uncle Waithley's is built on legacy.

THE SOLUTION



CRAFTED

Our ginger beer is a labor of love, meticulously crafted in small batches by our founder, and his team of expert bartenders. Using only the finest natural ingredients and unique flavor infusions, we elevate the beverage experience, delivering bold, complex, and sophisticated flavors that stand alone or complement the perfect cocktail.

UNCLE WAITHLEY'S™

“Vincy” Brew

GINGER BEER

Crafted with time-honored techniques blended with modern mixology.

THE SOLUTION



A “VIBE”



Uncle Waithley's brings the energy, rhythm, and connection of the Caribbean to every occasion.



A brand that not only tastes good but does good—for the land, farmers, and future.



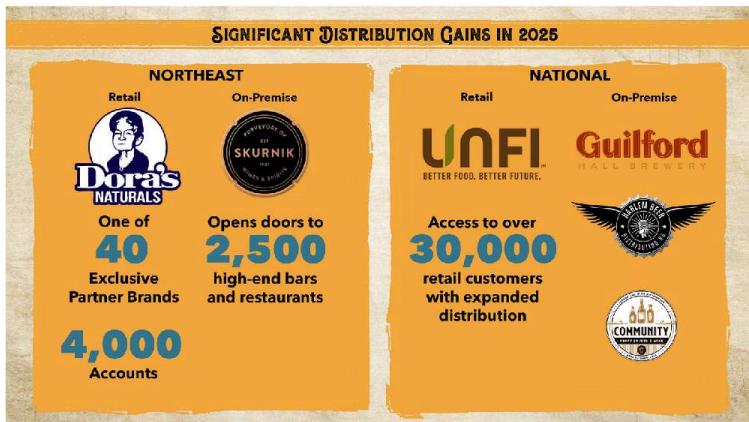
Over the last 18 months, we leveraged the start-up capital we received to build a strong foundation for growth. We are now poised for continued expansion.



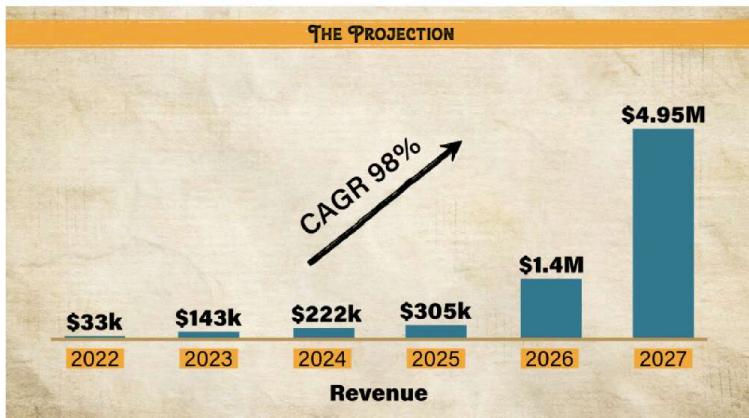


Our potential for growth is evident in the scale we've achieved with Whole Foods Market in the last three years. Our velocity and performance led to an equity investment from WFM in July of 2024.

Future projections are not guaranteed.



We have also secured partnerships with retail and on-premise focused distributors, unlocking thousands of accounts. These distributors are all highly selective and specialized and winning a spot in their portfolios is a unique opportunity.



With strong distribution and velocity, we're on track for massive revenue growth.

Future projections are not guaranteed.



The money we are raising will allow us to make investments in sales and marketing that will accelerate our growth and allow us to continue to scale.

POTENTIAL EXITS

Multinational Conglomerates

Constellation Brands

Constellation Brands

- Acquired TOST
- \$100 million investment commitment over the course of the next decade in diverse owned brands

Coca-Cola

Coca-Cola

- Purchased Topo-Chico for \$220 million in 2017
- Launched Coca-Cola Spiced in Feb 2024

MOLSON COORS

Molson Coors

- Aggressive in space of alc-alternative brands - Roxie Zero-proof, ZOA Energy

Pernod Ricard

Pernod Ricard / Convivialité Ventures

- Launched a new division to create a NA portfolio
- Acquired Cedar's Distilled NA brand

PEPSICO

PepsiCo

- Invested \$100M in Celsius in 2022 - functional beverages
- Acquired KeVita to expand in probiotics and kombucha
- Acquired Siete Foods for \$1.2B in 2024 (multicultural flavors)
- Nearing \$1.5 billion deal for soda brand Poppi

VMG

VMG Holdings

- Launched The Parity Collective - Invests in early-stage BIPOC-founded businesses poised to become iconic consumer brands

UNCLE NEAREST

Uncle Nearest

- Acquired a vodka and a cognac last year and is actively pursuing growth deals

CELSIUS

Celsius Holdings

- Evolving growth strategy now includes acquisitions like \$1.6B purchase of Alani Nutrition (Feb 2025)

Potential exit opportunities for Uncle Waithley's span a range of strategic buyers, including multinational conglomerates, private equity firms, and emerging powerhouse brands. Companies like Molson Coors and Constellation Brands are actively expanding their portfolios with alcohol-alternative beverages and have committed substantial investments towards diverse-owned brands, making them attractive potential acquirers. Private equity firms such as VMG Holdings and Pernod Ricard's Convivialité Ventures, through initiatives like The Parity Collective, specifically target early-stage BIPOC-founded companies. Beverage giants Coca-Cola and PepsiCo have demonstrated significant interest in acquiring innovative beverage brands, illustrated by acquisitions like Topo-Chico, KeVita, and Siete Foods. Additionally, fast-growing companies like Celsius Holdings have shown aggressive growth strategies in functional beverages, highlighting further compelling exit possibilities.

Future projections are not guaranteed.

THE TEAM






Karl Franz Williams
Founder, CEO

Monica Freeman-Greene
Co-founder,
VP Organizational Strategy

Michael McConnell
Co-founder,
VP Marketing & Culture

Scott Parker
Co-founder, Advisor

We hope you will join us on our journey as we bring our Caribbean flavor and celebration of family and legacy to more shelves and bars around the country.

Let's GO!