

## Real distilled spirits - minus the booze



[drinknkldy.com](http://drinknkldy.com) Louisville, KY

### Featured Investors



**Joe Maxwell**

Syndicate Lead

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Four years ago Becca approached me at an entrepreneurship conference with the idea of making non-alcoholic whiskey, certain this was a massive burgeoning opportunity. After 30 years building and investing in FinTech companies this was slightly outside my wheelhouse, but I was intrigued to say the least. I ended up writing NKD its first check, becoming its chairman and now biggest fan.

Over the past several years I've watched Becca and Carrie create

[Read More](#) ▾

Invested \$10,000 this round & \$100,000 previously

### Highlights

- 1 500% YoY growth in total doors
- 2 4 distribution partners - 3 signed this year
- 3 Top selling non-alcoholic spirits brand at major SE chain (130 outlets)
- 4 Key marketing advisors include two former Red Bull executives

## Our Team



**Anna Rebecca Gardner** CEO

Former business strategy consultant, turned non-drinker and entrepreneur



**Carrie Casler** VP of Sales and Marketing

20 years beverage industry experience including management, marketing, education and cocktail design

## Real distilled spirits - minus the booze



Our mission is to create products that promote inclusive social experiences, so that everyone can enjoyably and comfortably socialize regardless of their relationship with alcohol.

### We have a well rounded team of the right people with the right strengths to execute



CEO



**Becca Gardner**

Former business strategy consultant, turned non-drinker and entrepreneur

TRADE



**Carrie Casler**

20 years beverage industry experience including management, marketing, education and cocktail design

OPS



**Katie Gunter**

Fractional COO with expertise in supply chain and warehouse management, as well as sourcing and procurement

SALES



**Phil Hurst**

30 years of sales, marketing and business development experience in the alcoholic beverages industry

STRATEGY



**Sonny Mccracken**

8+ years as CPG Founder/ CEO with expertise in GTM, product, fundraising, and org strategies. Former consultant

KEY ADVISORS



**Arun Hozack**

Senior Executive with ~20 years' experience driving business strategy and growth, leading multi-functional and high-performing teams to deliver high-growth revenue results. Former APAC President at Red Bull



**Many Ameri**

Co-Founder & Managing Director Yabbar GmbH, Co-Founder Red Bull Music Academy, Co-Founder Red Bull Radio

### Shifting consumer preferences are driving massive growth in the low / no market...



PEOPLE ARE CUTTING BACK ON BOOZE...



AT AN ACCELERATING RATE



WITH NON-ALC SPIRITS LEADING THE CHARGE



The no/low consumer base now represents 40% of the US adult population (IWSR)

No/low alcohol grew 14.8% in 2022, outpacing major alcoholic categories, now accounting for 1.1% volume share of the TBA market (IWSR)

No-alcohol has the best growth rates, outperforming full-strength versions across categories (IWSR)

## With an emerging subset of customers driving disproportionate demand

### Consumer Profile -

- Gen Z and Millennials
- Health and Wellness Motivated
- Men and Women

### Motivations / Usage -

- Substitutor not Sober
- Fans of mocktail-ing longstanding consumer favorites



## However, the existing products do not stand up alongside the “real” thing

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### PRODUCT PROBLEM

Existing products lack the pedigree and flavor of adult spirits.



★★★☆☆ 2.7 (8)



★★★☆☆ 2.5 (2)



3.1 ★★★★★ 633

Sources: Total Wine, Google User Reviews

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### PSYCHOLOGICAL PROBLEM

Ordering non-alcoholic is not an emotionally rewarding experience.



Alcoholic beverage



Non-alcoholic

- Badge of honor
- Aspirational
- Authentic
- Strong / complex

- Dismissive naming
- Artificially made
- Weak flavor
- Bad taste

## NKD LDY VALUE PROPOSITION

“Real” non-alcoholic adult spirits, with all of the flavor and none of the compromise



## NKD LDY offers spirits with no-compromise

### Current Product Lineup -



#### Whiskey Alternative

The aroma is a complex blend of oak, leather and hints of floral and maple syrup. The flavor has notes of vanilla, honey, rose, caramel and toffee. The aftertaste is a tongue-tingling pepper sensations.



#### Tequila Alternative



Low calorie (5 per serving)



Vegan



The aroma is earthy, slightly smoky, with a sweet caramel back note. The flavor is complex, with a bit of smoky agave, smokey pumpkin, and sweet custard flavors. The finish is a sweet and fruity blend of ripe pears and green apple.



### Gin Alternative

The aroma is citrus forward with orange and lime peel. It follows with an herbal note of coriander, juniper and black peppercorns. The flavor is a mouth warming blend of sweet, pine, and spicy coriander.

- ✓ **Gluten Free**
- ✓ **Designed for mixing**
- ✓ **Contemporary branding**

## While maintaining healthy margins across DTC and wholesale channels



### DTC -



### Wholesale -



\*Wholesale profit margin inclusive of distributor and retail margin

## CASE STUDY: Our early account-level performance data is exceeding buyer expectations at ABC Fine Wine and Spirits



NKD LDY steady state performance is top of NA spirits category at 135 locations



With 3 of the top 5 SKUs in non-alc with no marketing spend

Rank	Item	Brand	Units	Dollars
1	xx	xx	xx	xx
2	Whiskey	NKD LDY	25	\$2000
3	xx	xx	xx	xx
4	Tequila	NKD LDY	22	\$1760
5	Gin	NKD LDY	20	\$1600

\*4 week period ending June 30

NKD LDY is doing incredibly well out of the gate and comparatively (vs. the category)

- Heather, Head buyer at ABC

## We have built a significant national footprint across channels

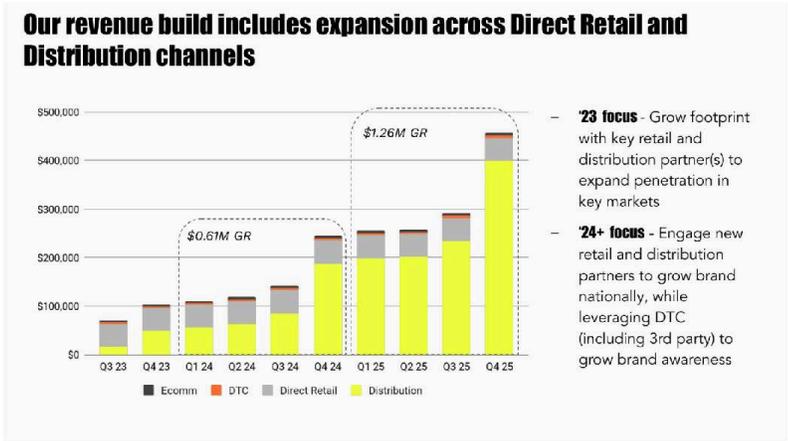
**\$150K** Total Revenue to date

**880+** Total Points of Authorized Sale

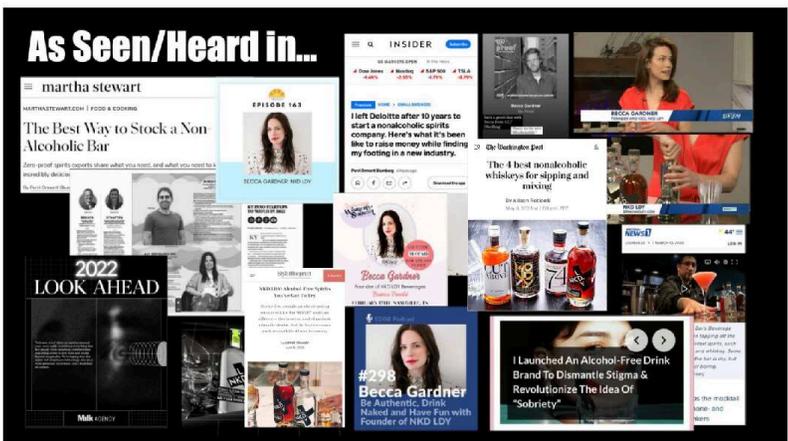


## Retail Sales Pipeline Overview

	Key Retailer AUTHORIZATIONS	Select Retailer IN REVIEW	Select Retailer IN ACTIVE PIPELINE
EST ARR (\$)	\$300K	\$1.2M+	\$5M+



Forward-looking projections are not guaranteed.



Utilizing a retail-first approach to leverage relationships, learn, and

# manage capital efficiently

	Pre - Launch	2023	2024
<b>Key Markets</b>	<ul style="list-style-type: none"> <li>• Kentucky</li> <li>• Tennessee</li> </ul>	<ul style="list-style-type: none"> <li>• Florida</li> <li>• New York</li> <li>• California</li> </ul>	<ul style="list-style-type: none"> <li>• Secondary markets</li> </ul>
<b>Sales Channels</b>	<ul style="list-style-type: none"> <li>• DTC</li> <li>• Direct retail / on-prem sales</li> </ul>	<ul style="list-style-type: none"> <li>• DTC / 3rd party ecomm</li> <li>• Regional / National distribution partners</li> </ul>	→
<b>Retail / Distribution Partners</b>	<ul style="list-style-type: none"> <li>• Independents</li> </ul>	 	  

Forward-looking projections are not guaranteed.