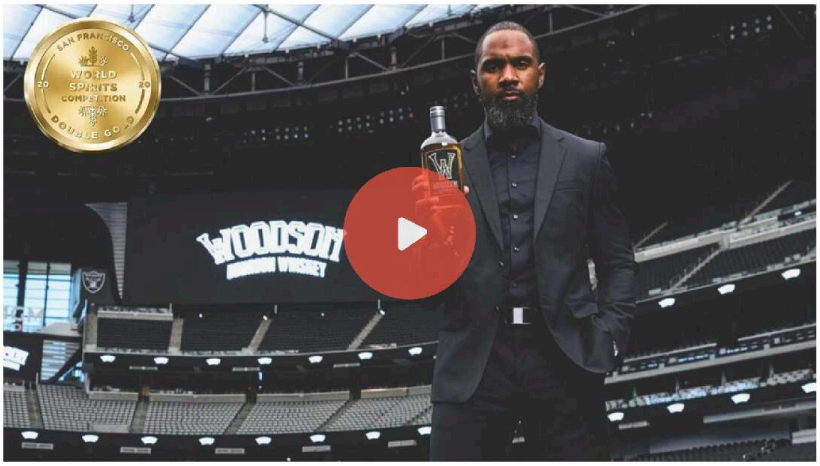
WOODSON SPIRITS

Hall of Famer Charles Woodson is Building America's Next Great Whiskey Brand



woodsonwhiskey.com San Diego, CA

Highlights

1. 116% year-over-year growth
2. Gold Medal, Woodson All-American Whiskey - 2025 San Francisco World Spirits Competition
3. Silver Medal, Cinnamon Blitz - 2025 San Francisco World Spirits Competition
4. Official Whiskey of University of Michigan Athletics
5. Official Partner of the Pro Football Hall of Fame
6. Retail partners: Total Wine, Costco, Kroger, Meijer, ABC Wine & Spirits, etc.
7. 78K brand followers. 1M+ reach through Charles Woodson personally
8. 5-SKU product lineup including limited Hall of Fame Commemorative edition

Team



Charles Woodson Founder

Heisman Trophy winner, 18-year NFL veteran, Super Bowl champion, and Pro Football Hall of Famer. Founder of Intercept Wines and Woodson Whiskey, bringing the same pursuit of excellence from the field to the glass.

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Ronald Fornaca President SPV Voting Proxy

35+ years in automotive retail. Former President of Frank Motors Inc., overseeing $300M in annual revenue and 300+ employees. TIME Dealer of the Year nominee. Joined Woodson Whiskey full-time in 2024.



Chris Joseph Sales

Operations and manufacturing executive with 17 years across spirits, manufacturing, and hospitality. Leads distillery operations, production efficiency, and growth strategy at Woodson Whiskey.



Joel Cardenas Marketing

Founding Partner and Marketing Director with a career in sports marketing, brand development, and sponsorship activation. Leads marketing, creative direction, and strategic partnerships for Woodson Whiskey.



Jay Pardo Brand Manager

Founding Partner and Brand Manager with 15+ years in sports marketing across the NFL, NBA, and MLB. Leads brand partnerships, strategy, activation, and consumer engagement for Woodson Whiskey.

Pitch Deck



Memo

THE FOUNDER

"I've spent my entire life chasing excellence.

From the University of Michigan to 18 seasons in the NFL - Heisman Trophy, Defensive Player of the Year, National Champion, Super Bowl Champion, Pro Football Hall of Famer. Every single one of those honors came from the same place: an obsession with being the best at whatever arena I stepped into.

When I retired, people assumed I was done competing. They were wrong. I just needed a new arena. That arena is whiskey.

I am not licensing my name. I have final approval before any batch is delivered. The same standard that drove me to the Hall of Fame is in every bottle. I am building America's next great whiskey brand, and I am building it to last."

-- *Charles Woodson*

THE OPPORTUNITY

No whiskey brand has been built from inside sports culture.

Sports culture is the most emotionally powerful force in American consumer life. The tailgate. The watch party. These are the moments people celebrate with a glass raised.

Jack Daniel's sponsors NFL teams. Maker's Mark is on stadium signage. But those are outside brands buying access to a culture they weren't built from. No premium whiskey has ever been built from the inside - by someone who is the culture, who lived the moments the brand is celebrating, who earned the trust of that audience through two decades of excellence on the field.

That is the white space Woodson Whiskey occupies. Not just present at game day - born from it.

The blueprint for what this can become already exists. Casamigos was built on

George Clooney's personal brand, distributed aggressively into on-premise accounts, and sold to Diageo for $1 billion. Proper No. Twelve leveraged Conor McGregor's global following to reach $600M in value in under four years. Both proved that a founder's authentic cultural credibility, combined with a quality product and disciplined distribution, can create a category-defining spirits company.

Casamigos and Proper No. Twelve had celebrity founders. Woodson Whiskey has a Hall of Fame founder whose career was built on the same values as a great whiskey: patience, precision, and the relentless pursuit of excellence. Woodson Whiskey already has touched the $1M+ in annual brand revenue, institutional sports partnerships, and national retail distribution. The foundation is built. This raise is the accelerant.

The GOAL ..... build our brand together and exit so everyone wins with the W.

WHY NOW

Three forces are converging that make this the right moment.

1. Sports culture has never had more reach, more emotional power, or more brand extension potential. The audience is 365 days a year, not just on game day.
2. Premium American whiskey has been on a decade-long growth run. Consumers are trading up. Authenticity and story win.
3. Athlete-founded brands have proven they can scale into category-defining companies. The exits have happened. What has been missing is a founder whose personal brand is built on the same values as a great whiskey: patience, precision, excellence. That founder is Charles Woodson.

The foundation is already built. The partnerships are in place. The product wins on its own merits. This raise is what turns a proven brand into an iconic one.

THE PROOF

The numbers speak first.

- 2023 brand revenue: $486K. 2024 brand revenue: $1.05M. Growth: 116% year over year.
- 38,882 bottles sold in 2024.
- Over $1M in total gross profit across three years of operation.
- Gold Medal, Woodson All-American Whiskey - 2025 SF World Spirits Competition.
- Silver Medal, Cinnamon Blitz - 2025 SF World Spirits Competition.

On 2025 and why it makes 2026 more compelling.

2025 saw a dip in brand revenue, consistent with an industry-wide decline in wine and spirit sales that affected brands across the category. Woodson Spirits was not immune, but we used this period strategically: consolidating our SKU strategy, strengthening margins, and building the operational foundation required to support the next phase of growth.

The result: profit per bottle increased to $13.42 in 2025 (a 42% improvement over 2023) and Q3/Q4 momentum is building into 2026. We are coming off a pivot. This raise funds the expansion phase that follows it.

The partnerships prove we belong at the highest level.

- Official Whiskey of University of Michigan Athletics (Entering Year 3).
- Official Partner of the Pro Football Hall of Fame.
- Retail Partners: Total Wine, Costco, Kroger/Smith's, Meijer, ABC Wine & Spirits, Lee's Liquor, Woodman's.
- 5 SKUs including the All-American 5 Year Aged, Cinnamon Blitz, and limited Hall of Fame Commemorative.
- Two new releases coming in Q4 2026. An incredible 4yr Woodson Bourbon and

- Two new releases coming in Q4 2026. An incredible 4yr Woodson Bourbon and a small batch 7yr Woodson Founders Reserve finished with Port Staves at barrel strength. We think this is the smoothest product we have made. We suggest drinking Founders barrel strength neat, it's that smooth.
- From 2023 to 2025, Woodson Spirits held the designation of Official Bourbon of the Las Vegas Raiders and Allegiant Stadium. That partnership, representing a "sizeable" investment, placed the Woodson name in front of millions of NFL fans and opened the doors that led to retail placement at Total Wine, Costco, Kroger, and Meijer.

THE ASK

What this raise unlocks.

We are raising $1.235M through a community round on WeFunder. This is a strategic capital deployment across three priorities that will define the next chapter of Woodson Spirits. This allows us to move from a royalty-based company to a corporation holding our own distributor contracts.

USE OF FUNDS

Working Capital (54%)

Fund inventory purchases to control COGS and improve margins; stabilize the balance sheet by bringing vendor payables current and cover equipment needs tied to seeking our TTB Basic Permit and facility sublease providing us with the ability to grow.

Pay off the $388K balance on our Line of Credit to clear the covenant and unlock a fully available $500K credit facility. The Line of Credit can also be converted to a manageable term loan to assist with cash flow.

In-State Sales & Marketing (32%)

Put "boots on the ground" through experienced outside sales partners who already have field staff in our target states, building a proven foundation before expanding to larger retail customers. Also funds ongoing in-state marketing initiatives to drive monthly business and support our sales push.

Online Sales and Social Strategy (14%)

Complementing our in-state sales strategy is our online sales. Woodson Spirits online strategy is centered around building consistent brand visibility, engagement, and lead generation through high-performing social media content and audience growth initiatives. During Q2 2026, our social channels generated more than 1.6 million views, reached over 424,000 accounts, and drove more than 10,000 net new followers, with nearly 67% of engagement coming from non-followers, showing strong organic discovery and brand expansion.

DEAL TERMS

- SAFE to convert to preferred stock
- Post Money Valuation Cap $7,235,000

JOIN THE TEAM

"I have spent my career proving that with the right preparation, the right team, and an uncompromising standard - you can win in any arena. Whiskey is my arena now.

This community round is an invitation to be part of something I believe will become legendary. Not because of who I am. Because of what we are building together. The next great American whiskey brand. The official spirit of sports culture.

You can't win without the W."

-- Charles Woodson

Invest in Woodson Spirits. Join the team. Let's build our legend together.

Downloads

Woodson Spirits Risk Factors and Disclosures 20260709.pdf