



BOOTLEGGERS

EXPERIENCE IT TOGETHER

Making the World a Happier Place by
Raising the Vibration Frequency of Life



THE COCKTAIL OF THE CHAMPIONS

FUELED BY THE SUPPORT AND PARTNERSHIP OF

THE OLYMPICS GOLD MEDAL WINNER

THE ULTIMATE FIGHTING CHAMPIONSHIP (UFC) LEGEND

THE BELLATOR & BARE-KNUCKLE WORLD CHAMPION

HECTOR LOMBARD

(with an active social reach and audience engagement of over 3 million)

THE NEED

SOCIAL EXPERIENCES are the
bloodline of a healthier and happier life.

Alcohol is the **CATALYST** of any
Social Experience.

The **Right Alcohol** can
significantly elevate the
experience.



ART

ALCOHOL



HOSPITALITY



NIGHTLIFE

CANNED COCKTAIL

Set Alphabetically
Front to back in
four foot sections

Total Wine & MORE



RTD

Easiest and Safest for Service and Consumption



Ready-to-Drink (RTDs) are the **fastest growing** category in the alcohol industry (**Market value \$7.8bn in 2023 in the US**)



Hard Seltzers have the biggest market share of RTDs; however, the **Premium Spirit-Based RTDs** have grown faster than any other segment over the past 2 years



Millennials lead the consumption trend of Canned Cocktails, and the **spirit-based RTDs** are the trendiest option

*Supported by IWSR RTD Strategic Study and IBISWorld Report

TARGET CONSUMER

Consumer Persona - The Social Millennial

Male **55%**



45% Female



Education:
Higher Education



Financial Class:
Upper-middle Class



Age Group:
Millennials



Entrepreneurial, Creative, Art-lover, Business-minded, Travel and Adventure Enthusiast, They Go Out To Dine And Wine And Celebrate And Dance.



[SOCIAL + CELEBRATION] Happy Hour, Weeknight Networking Events, Weekend Dance And Music Events, House Parties With Colleagues And Close Friends, BBQs, Music Festivals in Summer, Beach Hang Outs, At-home Dates.

COMPETITION

Just Another RTD



Limited offerings in canned spirit-based RTDs



No premium offering



Saturated with carbonated, Hard Seltzer like offerings



Very little innovation in packaging and recipes



CUTWATER® is the biggest competition

OUR VALUE PROPOSITION

Trigger Your Senses

- Creative craft cocktail recipes
- Real and premium spirits
- Not carbonated
- The perfect ABV
- Art packaging (eye catching)
- Health conscious
(vegan / gluten free)
- Fresh and real tasting
(unlike majority of brands)

**RTD Alcoholic
Beverages**

Spirit Based

**Non-
carbonated**

**BOTTLEGGERS
COCKTAIL**

Premium/Craft

PRODUCT DESIGN & MARKET FIT

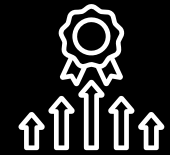
Craft, Fresh, Artsy

- Created a real **non-carbonated** craft cocktail similar to those served at cocktail bars
- Developed a proprietary method for making the cocktail shelf-stable (**trade secret**)
- Packaged the cocktail in an **artistic**, sleek can for aesthetic appeal
- Utilized **immersive art, nightlife,** and **hospitality** experiences for promotion and marketing efforts

KEY CONSIDERATIONS



Caters to our target consumer segment



Differentiates us from our main competition



Expands the subcategory of premium spirit-based RTDs

TRACTION & BENCHMARK NUMBERS

- **1st** release in January 2023 in Vancouver, Canada.
- **2nd** release in October 2023 in Los Angeles California.
- Current distribution in Southern California, Southern Florida and British Columbia, Canada with **over 40 Points of Sales** including **TOTAL WINE & more**

SALES TO-DATE

- CANADA (BC): 320 cases, \$41k in 6 months, Government Controlled Distribution
- USA (CA/FL): 360 cases, \$26k in 6 months, 3PL Self Distribution

- **Why 6 months cycle?** Because with min 1-year shelf stability, we want to make sure the drinks are consumed as fresh as possible for the best consumer experience.

After the above iterations, making new connections, many setbacks and valuable lessons learnt, we have finally identified our benchmark financial pricing model (per case of 24 cans)

BASED ON REGIONAL PRODUCTION [West Coast US, East Coast US]

Description	Can	4-Pack	Case of 24
COGS	\$ 1.00	\$ 4.00	\$ 24.00
Bootleggers Gross Margin (40%)	\$ 0.83	\$ 5.00	\$ 20.00
Sales Rep Commission	\$ 0.25	\$ 1.00	\$ 6.00
Distributor Margin (33%)	\$ 1.00	\$ 4.00	\$ 24.00
Wholesale Price	\$ 3.08	\$ 12.33	\$ 74.00
Retailer Margin (28% - 38%)	\$ 1.91	\$ 4.66	\$ 27.94
Retail MSRP	\$ 4.99	\$ 16.99	\$ 101.94

ACTION PLAN

Win With the People

Vision	Globally Recognized RTD Brand			
Business Objective (Annual Operating Plan)	Sell 4,000 cases in 2024 , generate \$176k in revenue with \$80k Gross Margin in Southern California, Southern Florida Independent and Chain Liquor Stores, supported by Bootleggers Events and Experiences, then grow 50% every 6 months.			
Marketing Objective	How do we get 2000 people who don't know our brand to become familiar with Bootleggers Cocktail and purchase Bootleggers Cans from their preferred retail outlet ? WIN THE RETAIL STREET WAR, THEN YOU CAN BE THE DRINK OF CHOICE IN ALL SOCIAL EXPERIENCES.			
	On-Premise (10%)	Off-Premise (90%)	DTC (0%)	Operational
Core Consumer Challenge	How do we get 200 guests at casual dining spots near the beach to order 2 cans of Bootleggers during Happy Hour once a month?	How do we get 1800 shoppers to purchase 2x 4-packs of Bootleggers from their favorite liquor store on their way home or to a party/gathering, once a month?	N/A	How do I hire 2 senior sales executives- one in LA and one in Miami?
Key Activities and Metrics	<ul style="list-style-type: none"> Promotional Menu Pricing Sponsoring After-Work Events at the place \$12k 	<ul style="list-style-type: none"> In-store Sampling \$14.4k Social Media Boost \$6k Signage around target stores \$4k Dry Demonstrations \$14.4k Events to promote & sell \$12k 	N/A	<ul style="list-style-type: none"> Ask retailers for referral LinkedIn Job Posting Ask industry experts by attending networking events
Resource (People) & Costs (\$)	<ul style="list-style-type: none"> Sales Representative Marketing Assets 	<ul style="list-style-type: none"> Sales Representative Social Media Strategist \$12k Marketing Assets Distribution with Park Street 	N/A	<ul style="list-style-type: none"> 6 months base salary for two \$36k Sufficient inventory on hand \$96k

MARKETING TACTICS

Influence People at their Happiest Moment

Special Events
18% of gross margin



Digital Marketing
25% of gross margin



In-store Sampling &
Dry Demonstrations
36% of gross margin



Activations &
Sponsorships
18% of gross margin



BOOTLEGGERS TWO-WAY LOYALTY PROGRAM

- **Offer 15% discount coupons with every purchase of two cans at Bootleggers Events, redeemable for purchase of a 4-pack at select retail stores.**
- **Offer 15% discount coupons upon redemption of retail coupons, redeemable for purchase of two cans at Bootleggers Events.**

ASK & USE OF FUNDS

Invest In Human Connection

Based on the Action Plan we ASK for **\$250k** and we use this funding as follows:

\$96k – Production of 4,000 Cases of Inventory [results in \$80k Gross Margin]

\$36k – Base Salary of 2x Experienced Sales Reps for 6 months [1x in Southern California and 1 in Southern Florida]

\$4k – Marketing Assets [banners, promotional material, gifts and goodies, ...]

\$12k – Social Media Strategist Salary for 6 months

Marketing & Sales Activities:

\$14.4k: In-store sampling- 8 per month total for 6 months

\$14.4k: Dry demonstration- 8 per month total for 6 months

\$6k: Social Media + Google Ads for 6 months

\$12k: Sponsorships + Activations for 6 months – 1 per month/market

\$12k: Events – 1 per month total

\$43.2k – Overhead Reserve [extending the runway]

This 6-month cycle is infinitely repeatable with an opportunity for **50%** annual growth with another **\$500k Raise** in 18 months.



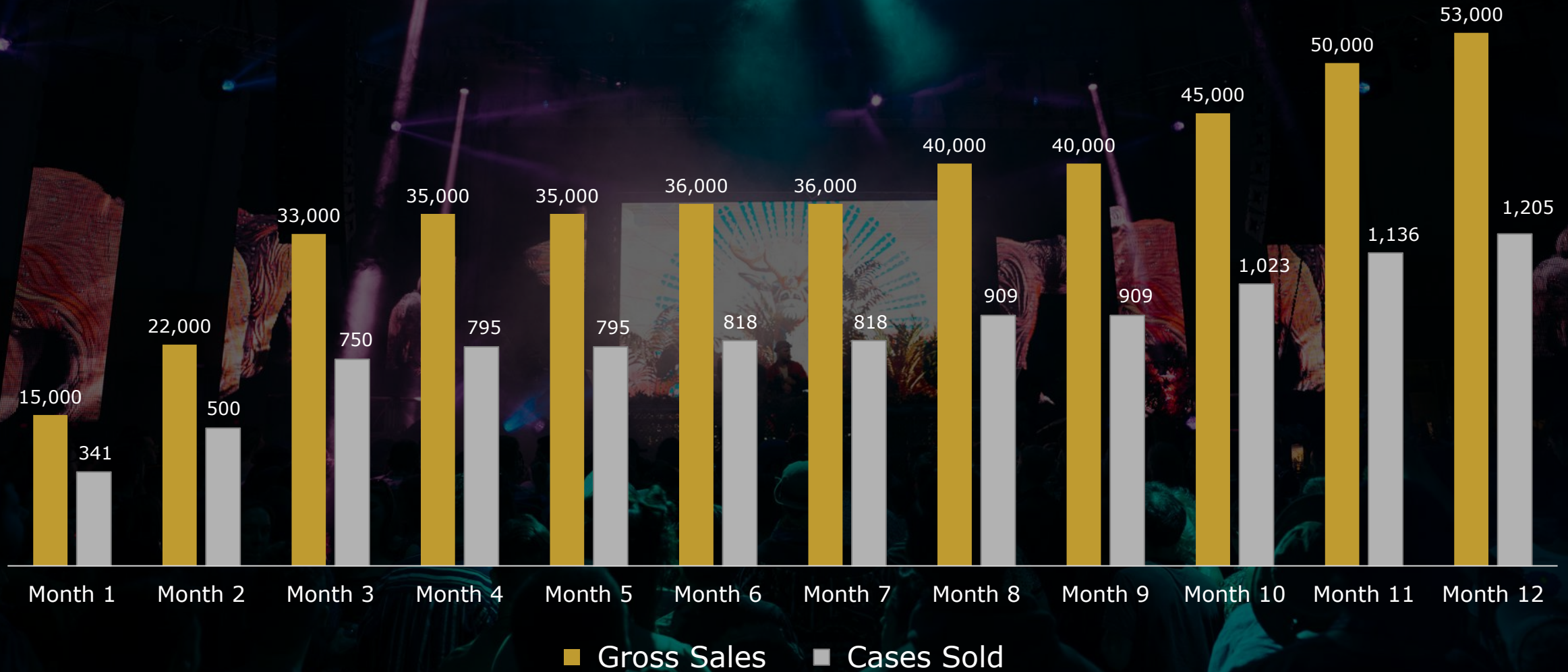
12 MONTHS DETAILED FINANCIAL PROJECTIONS

Grow 50% Every 6 Months

Description	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
COGS Production	\$ (96,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (144,000)	\$ -	\$ -	\$ -	\$ -	\$ -
Gross Sales (COGS Recovery + Gross Margin) *Incentives Deducted*	\$ 15,000	\$ 22,000	\$ 33,000	\$ 35,000	\$ 35,000	\$ 36,000	\$ 36,000	\$ 40,000	\$ 40,000	\$ 45,000	\$ 50,000	\$ 53,000
Base Salary Sales Reps	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (6,000)	\$ (9,000)	\$ (9,000)	\$ (9,000)	\$ (9,000)	\$ (9,000)
Marketing Assets	\$ (2,000)	\$ (400)	\$ (400)	\$ (400)	\$ (400)	\$ (400)	\$ (2,000)	\$ (400)	\$ (400)	\$ (400)	\$ (400)	\$ (400)
Social Media Strategist Salary	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Marketing & Sales Activities	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (9,800)	\$ (10,800)	\$ (10,800)	\$ (10,800)
In-store Sampling	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)
Dry Demonstration	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)	\$ (2,400)
Social Media + Google Ads	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Sponsorships + Activations	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Events Reserve	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
Overhead All Inclusive + Corporate Payroll	\$ (12,000)	\$ (12,000)	\$ (12,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)	\$ (13,000)
Events Gross Profit	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Net Cash Change	\$ 147,200	\$ 1,800	\$ 12,800	\$ 13,800	\$ 13,800	\$ 14,800	\$ (130,800)	\$ 15,800	\$ 15,800	\$ 19,800	\$ 24,800	\$ 27,800
Canadian Operations Net Profit	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Initial Corporate Cash Assets	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL CASH	\$ 202,200	\$ 209,000	\$ 226,800	\$ 245,600	\$ 264,400	\$ 284,200	\$ 163,400	\$ 189,200	\$ 215,000	\$ 244,800	\$ 279,600	\$ 317,400
Total No. of Cases Sold	341	500	750	795	795	818	818	909	909	1023	1136	1205

TOTAL GROSS SALES AND CASES SOLD

Smart & Steady Growth



3 YEAR FINANCIAL PROJECTIONS

5X Growth

Description	Year 1	Year 2	Year 3
Investment	\$ 250,000	\$500,000	\$ -
COGS Production	\$ (240,000)	\$(540,000)	\$(1,215,000)
Gross Sales (COGS Recovery + Gross Margin) *Incentives Deducted*	\$440,000	\$990,000	\$2,227,000
Base Salary Sales Reps	\$ (87,000)	\$ (192,000)	\$ (330,000)
Marketing Assets	\$ (8,000)	\$ (13,000)	\$ (22,000)
Social Media Strategist Salary	\$ (24,000)	\$ (48,000)	\$ (72,000)
Marketing & Sales Activities	\$ (120,600)	\$ (247,200)	\$ (340,800)
In-store Sampling	\$ (28,800)	\$ (57,600)	\$ (74,400)
Dry Demonstration	\$ (28,800)	\$ (57,600)	\$ (74,400)
Social Media + Google Ads	\$ (15,000)	\$ (36,000)	\$ (48,000)
Sponsorships + Activations	\$ (24,000)	\$ (48,000)	\$ (72,000)
Events Reserve	\$ (24,000)	\$ (48,000)	\$ (72,000)
Overhead All Inclusive + Corporate Payroll	\$ (153,000)	\$ (216,000)	\$ (300,000)
Events Gross Profit	\$ 120,000	\$ 180,000	\$ 240,000
Net Cash Change	\$ 177,400	\$ 413,800	\$ 187,200
Canadian Operations Net Profit	\$90,000	\$210,000	\$300,000
Initial Corporate Cash Assets	\$ 50,000	\$ -	\$ -
TOTAL CASH	\$317,400	\$941,200	\$1,428,400
Total No. of Cases Sold	10,000	22,500	50,614

GROWTH DRIVERS:

2024:

- Hiring Senior Sales Executives
- Sign with Park Street for Distribution
- Investing in Social Media
- Investing in face-to-face marketing and sales activities

2025:

- New SKUs including Non-Alcoholic
- Celebrity Ambassador Partnerships
- Collaboration for 1st Hang-over Free RTD
- Keep investing in field sales and marketing activities

2026:

- New Markets in the US – leverage DTC platforms
- Sign with one of the US Major Distributors
- Expansion of Sales Team and Marketing Activities
- Mexico and UK Market Entry

WHY OUR PLANS WORK?

THE 4 P'S



PRODUCT

Uniquely Curated
with Intention



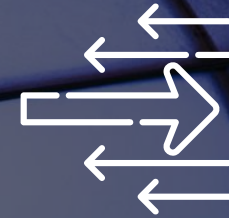
PEOPLE

World-class
Achievements



PLAN

Simple, Concise
and Executable



PERSEVERANCE

We Don't Give Up
We Keep Going

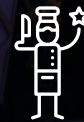
THE FOUNDING TEAM



An Engineer
turned Mixologist



A Michelin Star Chef turned
Hospitality/Nightlife Operator



A graffiti Artist turned a Celebrated
Fashion Designer and Marketer



PICTURE CREDITS

Bootleggers “Drone Show” Festival

Vancouver, Canada

Sep. 2023



THANKS