

BOOTLEGGERS

Real Craft Cocktails With Real Ingredients



BUSINESS OVERVIEW

2023/2024

BRAND OVERVIEW

MISSION: Positive social impact in lifestyle

RELEVANT INDUSTRIES: Art, alcohol, nightlife, and hospitality

EXECUTIVE CONCEPT: Selling an emotional experience

BUSINESS MODEL: Retail sales

THE SECRET SAUCE: Art

IP/TRADE SECRET: How to make a non-alcoholic real beverage mix (i.e. fruits, syrups, herbs, extract) shelf-stable without chemicals and preservatives

CORE TARGET AUDIENCE: Millennials

MARKETING STRATEGY: Digital marketing and in-person exclusive events and experiences

COMMUNITY COMMITMENTS: Support emotional/mental wellness and environmental sustainability

BUSINESS GOAL: Public market exit



VISION BOARD – Bootleggers 2027

Key Player in Entertainment Industry



Drink of Choice in Social Outings



Global Retail Footprint



Feature Beverage in Major Festivals



Promoted in High-End Markets

THE TEAM

Bootleggers Cocktail was founded on three pillars of *ART, EXPERIENCE, and INNOVATION*.

The founders of Bootleggers have leveraged their unique and diverse backgrounds, to build a model through which our three pillars work perfectly together in harmony to create a deeper influence.

The outcome is a product supported by influential experiences which results in longer lasting brand recognition and recurring sales.

OUR FOUNDING TEAM:



KIARASH TK, COO

CO-FOUNDER & CHIEF CREATIVE OFFICER

Kiarash is an award-winning international artist whose work transcends medium and platform. A graffiti artist by heart and a fashion designer by trade, his diverse range of artistic creations are the inspiring SOUL of Bootleggers.



KAM TABARRAEE, CEO

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

An engineer by background and a mixologist by heart, Kam is a passionate enthusiast of life experiences in all forms and shapes. His power of imagination and "can do" attitude is the fuel to Bootleggers VISION.



JEAN LAVEN, COO

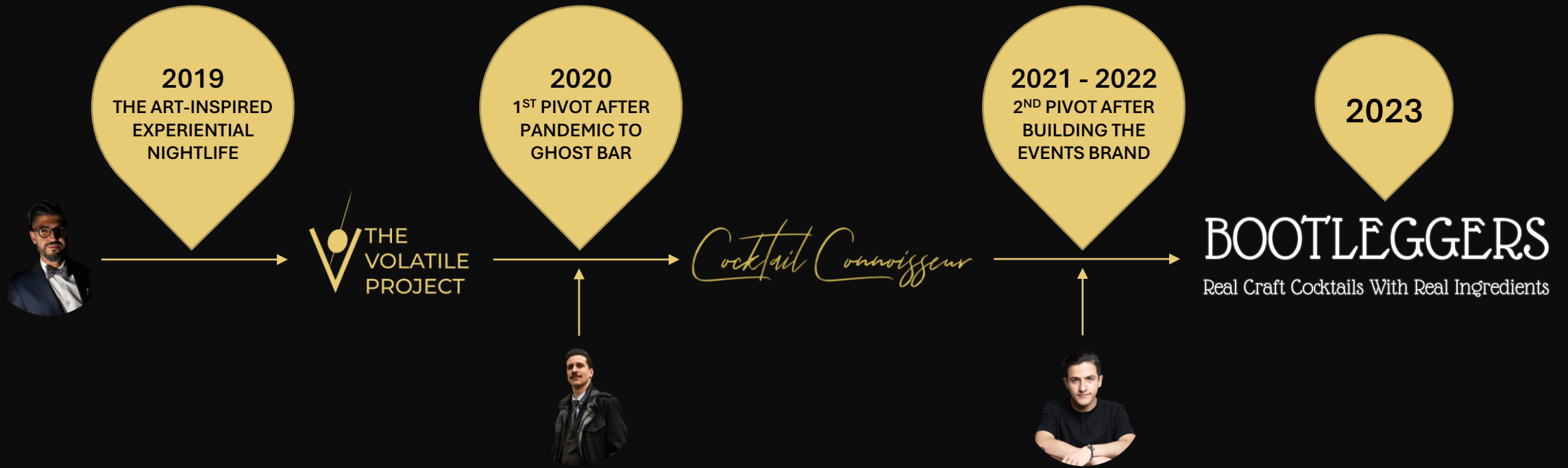
CO-FOUNDER & CHIEF OPERATING OFFICER

An executive chef by trade and a dedicated supervisor by nature, Jean has mastered his craft from his Michelin Star experiences in Europe, to his unique projects in Japan. His power of analysis is the guiding LIGHT of Bootleggers.



HOW WE GOT HERE...

Bootleggers Cocktails is the outcome of four years of exploration and two strategic pivots. Here's how it all started:

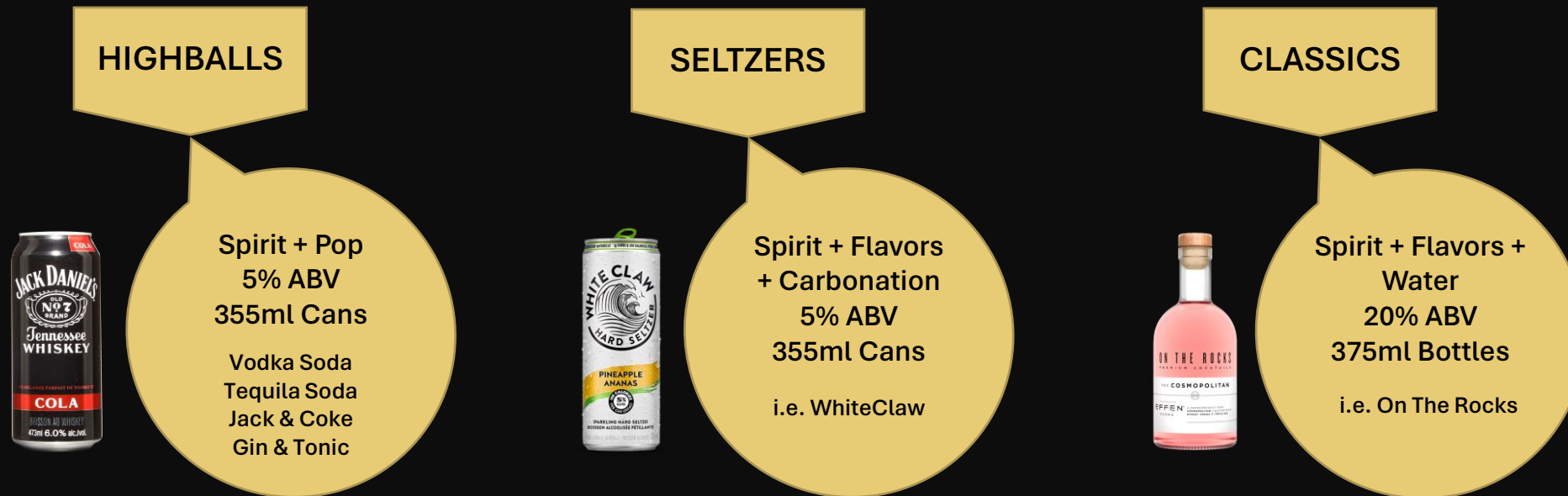


The original concept of “art-inspired experiential entertainment” that was the birth cause of The Volatile Project eventually came to fruition in the form of a retail product. An artistic, technology fueled REAL craft cocktail in a can called Bootleggers.

MARKET OPPORTUNITY

Cocktail is an art and mixology is a craft. Yet, there are NO retail alcoholic beverages that are a real craft cocktail.

All current canned/bottled retail alcoholic mixed drinks in the global market follow one of following three formulas:



WHAT IS A COCKTAIL? A cocktail is an alcoholic mixed drink consisting of one or more spirits and other ingredients such as fruit juices, herbs, syrups and extracts. It is commonly served at 8% to 12% ABV in 200ml to 350ml sizes.

NONE OF THE ABOVE PRODUCTS IS A COCKTAIL. THE COCKTAIL EXPERIENCE THEREFORE IS LIMITED TO A HANDFULL OF BARS AND RESTAURANTS IN EACH CITY. THEY ARE EXPENSIVE AND FOLLOW A DINE-IN MODEL.

PROBLEM

Craft cocktails have always been a concept best suited for outing as an in-person experience. This ideology organically results in lack of sufficient supply for the increasing demand. Therefore, a typical consumer interested in experiencing the increasingly trendy craft cocktails faces the following challenges:



ACCESSIBILITY

Only offered at certain establishment that are often very busy and very expensive.



CONSISTENCY

The consistency of service can never be guaranteed as every bartender might execute such an experience in a different way.



AVAILABILITY

Not available all the time at most areas of one's place of living.



COMFORT

One must travel to certain establishments for the experience. Even the product (cocktail) without the service cannot be found anywhere else.



QUALITY

The quality of experience heavily depends on the performance of the bartender serving the customer.



SAFETY

One's cocktail in busy nightlife establishments (i.e. nightclubs) is subject to contamination and intentional drug infusion.

SOLUTION: THE ART OF COCKTAIL

BOOTLEGGERS COCKTAILS

Each can of Bootleggers Cocktail contains 70ml of premium spirit at 40% ABV, 40ml of Bootleggers cocktail mix, and 240ml of de-ionized/distilled water.

- Real Craft Cocktails
- Made with Real Ingredients
- Non-Carbonated
- 8.5% ABV in 355ml Packaging
- No Preservatives
- Minimum 1 Year Shelf Life
- Accessible in Retail as well as Nightlife
- Art-inspired Original Recipes
- Diverse Flavor Profile
- Augmented Reality Powered via QR Code

It's an **EXPERIENCE** powered by
ART and **INNOVATION**



COMPETITIVE ADVANTAGE

Why we are superior to any other product in the market? Answer is embedded in the three pillars of our existence: ART, EXPERIENCE, and INNOVATION

○ ART

Not only our cocktails are made with the art of mixology, but the flavor profile is also designed to connect with the original art piece on the label for an enhanced sensory experience

○ EXPERIENCE

Our product is not just a drink! It's a multi-medium experience of art that is best promoted and realized via immersive in-person experiences

○ INNOVATION

Innovation is the headline of all we do; from the unique food science that supports our trade secret to the packaging that incorporates art and augmented reality to our creative promotional and sales channels that generate additional revenue as we market the product

PROOF OF CONCEPT

From cocktail kits to online craft cocktail bar to bottled and canned cocktails, we have been busy finding the best version of our business in the past 4 years and we are finally there with a unique retail product.

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2020



2021



2021

2022



2022



2023

2023



We have successfully completed six iterations of our core product and executed various styles of events and experiences in support of the product and the brand.

2021



2022



2022



2022



2022



2023



BUSINESS MODEL & UNIQUE VALUE PROPOSITION

We take advantage of the best of both worlds: PRODUCTS vs. EVENTS & EXPERIENCES



One of our most unique value propositions is the fact that our Events and Experiences, not only generate revenue, but also serve as a profitable marketing and sales channel for our products. They also help building a platform through which we develop key relationships with our audience, other brands, investors, key influential individuals and entities.

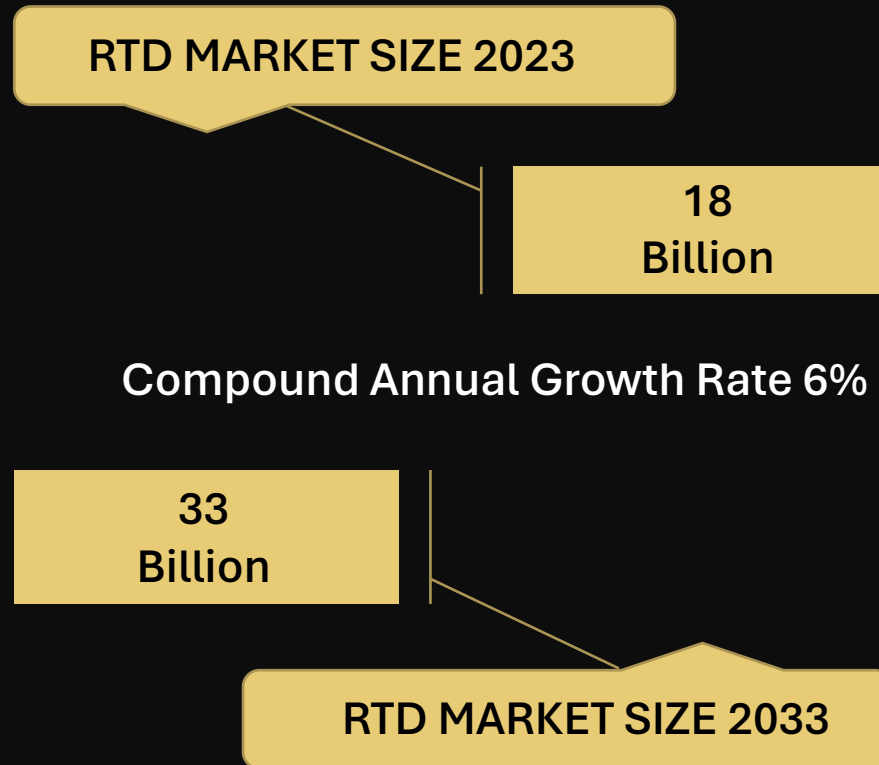
GROWTH ROADMAP

Over the next 4 years, we will be growing both vertically and horizontally in various markets. The following snapshot provides a quick overview of our projected growth.

	2024	2025	2026	2027
 GEOGRAPHICAL	North America	+ Mexico + South America	+ Europe	+ Asia
 VOLUME PER YEAR	100,000	1,000,000	5,000,000	10,000,000
 PRODUCTS	Alc + Low Cal	+ Non-Alc	+ Functional	+CBD


TARGET MARKET SIZE & GROWTH OPPORTUNITY

RTDs (Ready To Drink Cocktails) are the fastest growing category of the alcohol industry and we are yet to reach the peak.



EQUITY INVESTMENT – Current Round

We are offering a limited and unique opportunity exclusively to our select network, to invest in one of the fastest growing multidisciplinary brands in the world and be part of this exciting journey to success.

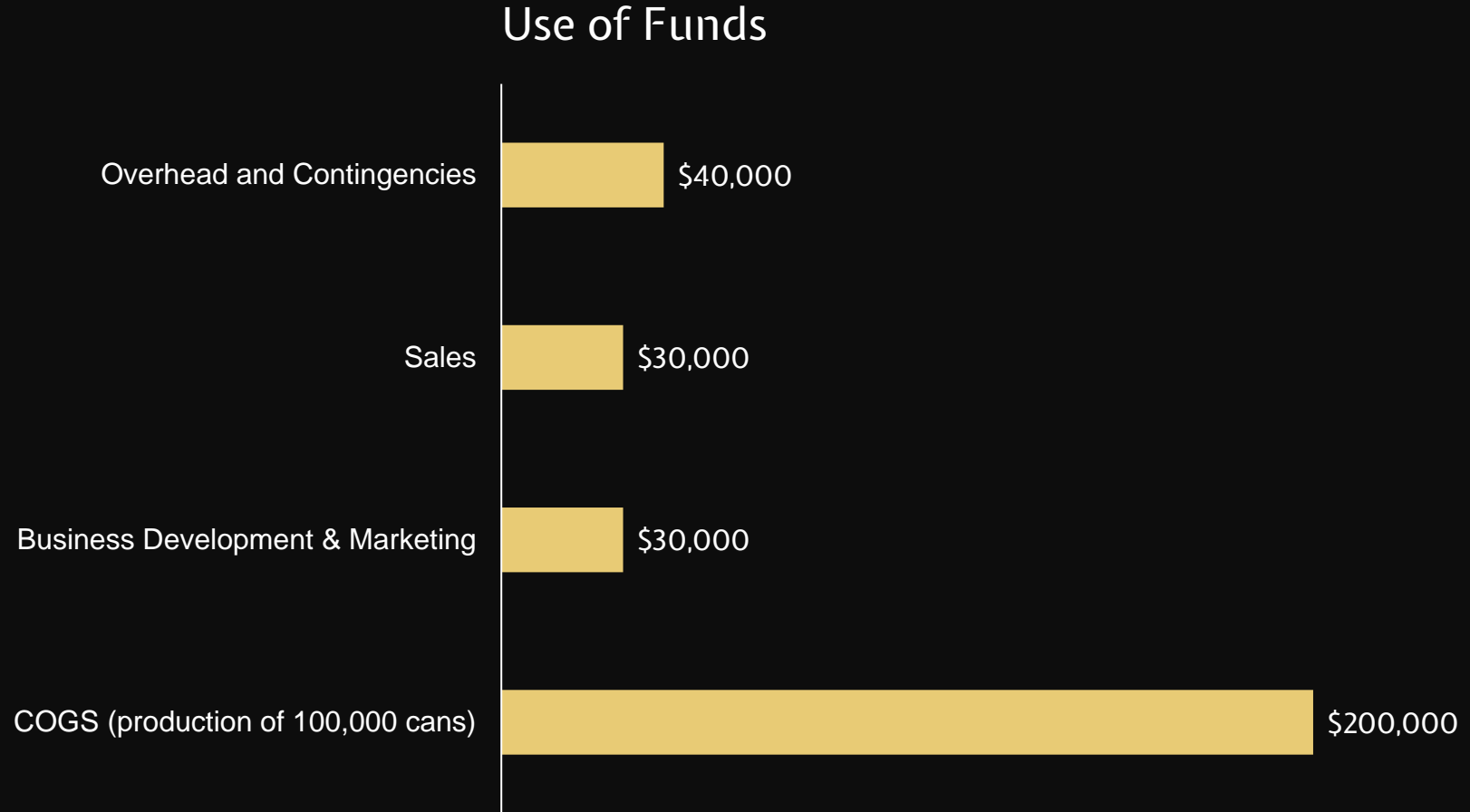


ASK
CAD \$300,000
=
10% Ownership

- Own common or preferred convertible stock at \$1/share (negotiable based on investment dollar amount and other variables)
- Increase in dollar value of investment over time
- Dividend return opportunities on profit on an annual basis
- Public market offering exit plan (direct or via Mergers & Acquisition)
- Receive complimentary product samples before market release
- Complimentary *Lifetime* VIP access to all Bootleggers Original Events

USE OF FUNDS

The target raised amount of \$300,000 will be used for production, distribution, and sales of a 100,000-unit inventory in North America in 2024 as follows:



CONTACT US



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