



## INVEST IN BLINKING OWL DISTILLERY

# Beloved brand with international acclaim has big growth opportunities

### LEAD INVESTOR



**Jason Nguyen** Investor and patron

Hi, I'm Dr Jason. I have been an investor in the Blinking Owl Distillery since 2017. I am proud to be the lead investor on this Wefunder raise to help the Distillery's continued growth. I originally became an investor in the distillery because I could feel how much of a special place they created in downtown Santa Ana. I was sold on Robin and Brian's philosophy of high quality grain to glass spirits made with all Californian grown products. From the start, the Blinking Owl Distillery has been making waves, they were in fact the very first distillery in Orange County California. The accolades and awards started to come to this small craft distillery for producing fantastic gins, vodkas and aquavits. Once the whiskeys came of age, you realized how amazing the spirits really were. Their 4 grain straight bourbon was written up by Forbes whiskey guy as "The best bourbon you've never heard of." There was year over year growth of distribution while you could see Blinking Owl spirits throughout OC, LA, SF and SD. They had placements at the LA Rams games, Fivepoint Irvine Amphitheater concerts, and were chosen for Masters of the Malt advent calendar. Blinking owl spirits were even distributed internationally to the UK and had started in Taiwan. Then the Pandemic happened, with everything shut down, Robin & Brian switched gears to producing hand sanitizer. Dirty Bird Hand sanitizer could be seen everywhere! Almost weekly, the Blinking Owl was being mentioned in the media. Their bold decision helped keep the distillery profitable. Wanting to come back bigger, the Blinking Owl opened its own restaurant. Since opening their restaurant, the Blinking Owl Distillery has become a destination in Downtown Santa Ana. Publications such as Sunset, Riviera, Orange Coast Magazine and Eater LA have written rave reviews about the craft cocktails, delicious food and atmosphere. I'm excited to see the next direction Robin and Brian have in store for the distillery. With a licensing deal in the works with a very large powerful spirit portfolio, there will be massive increase in sales

distribution across the USA. I've always placed my trust in Robin & Brian to make the Blinking Owl Distillery what it is today and would like to invite you to join us on the growth of this amazing distillery.

Invested \$1,000 this round & \$125,000 previously

[blinkingowl.com](http://blinkingowl.com)

Santa Ana CA



Alcohol

Distillery

Craft Distillery

Whiskey

Organic

## Highlights

- 1 Our spirits are in HUNDREDS of bars, restaurants and retailers worldwide.
- 2 We are the real deal with a stunning facility, acclaimed restaurant, and commitment to quality.
- 3 Well crafted reputation: multiple awards + medals earned by nearly every product in our line.
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- 4 Heaps of Press: Featured in Forbes, Fortune, Eater LA, Whiskey Advocate, Bloomberg, and many more.
- 5 Strategic licensing + production deals in the works with a major US + International portfolio
- 6 Majority of funding + ownership by amazing women.
- 7 Co-Owner Kirsten Vangsness: Criminal Minds Star, has a broad fan reach of millions and is just FUN
- 8 LOI signed for potential new Blinking Owl restaurant/bar licensing deal in a brilliant location.

## Our Team



**Brian Christenson** Founder, Chief Executive Owl

Following his great grandfather's bootlegging adventures, Brian Christenson brings his family legacy along





Following his great grandfather's bootlegging adventures, Brian Christenson brings his family legacy along with two decades of experience in marketing, branding, and advertising as the Blinking Owl's CEO.

With a bootlegging heritage, founder, Brian Christenson, dreamed to carry on his family's legacy by providing "good spirits" to his very own neighborhood. Drawing from the craft cocktail and the farm-to-table movements and rising interest in craft spirits, the husband and wife launched Orange County, California's first distillery in 2016.



**Robin Christenson** Founder, Chief Financial Owl

Established and dynamic Chief Executive with stellar business acumen stemming from 20 years as an accomplished entrepreneur, Robin took her first company from inception to an epic acquisition.



**Kirsten Vangness** Co-Founder, Creative Muse Wizard Owl

Kirsten has earned her fame as agent Penelope Garcia on the CBS hit crime show, Criminal Minds. She is our guiding "star" with an unwavering commitment sustainability, inclusion and philanthropy.



**Massimiliano Stecca** Head Distiller, Owl 'Spirit'ual Leader

Passion and innovation drive Max in leading the Blinking Owl's distilling operations. He loves to challenge the norm, and continually pushes for the highest standards of efficiency and product quality.



**Chef Luis + Eddie Perez** Executive Chef + Pizza Pie Maestro

Our dear friends and long time restaurateurs, the brothers Chef Luis and Eddie Perez joined us to launch the our full RESTAURANT (MAR 2021). Inspired by the Blinking Owl story, these two are ultra dedicated to continuing our ethos through food.



**Bryan Estrada** Hospit-OWL-ity Management

With experience leading culinary classes, brewery management, and a former Blinking Owl distilling assistant, Bryan keeps the staff + guests smiling as our Hospit-OWL-ity manager.



**FWD PR** Media Relations

We are SUPER POPULAR...thanks to the brilliant media relations team, FWD PR. Former reporter, Kat Nguyen DeAngelis finds unique ways to tell the world our story while her husband, Ron, brings his talented artistic direction to our photos + videos.



**All the OWLS** Blinking Owl Team

It truly takes a village. That perfectly crafted spirit those stunning cocktails, your insta-worthy dish, the way you experience the distillery: our passionate flock certainly keeps the vision in motion.

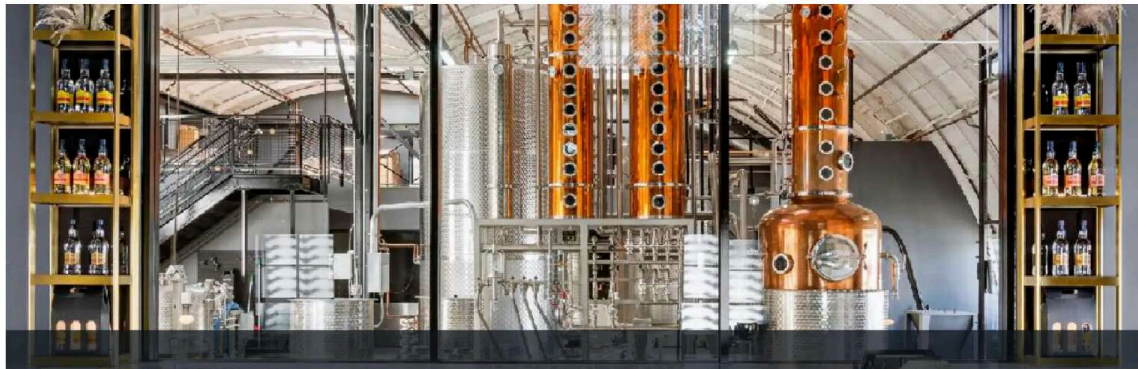


**Thomas Zeigler** Wise Ass Owl



A trusted advisor, Tom has been our attorney since the inception of the Blinking Owl. A master of corporate law, we rely heavily upon Tom to navigate the tricky laws around owning a distillery.

## INTRODUCING BLINKING OWL DISTILLERY



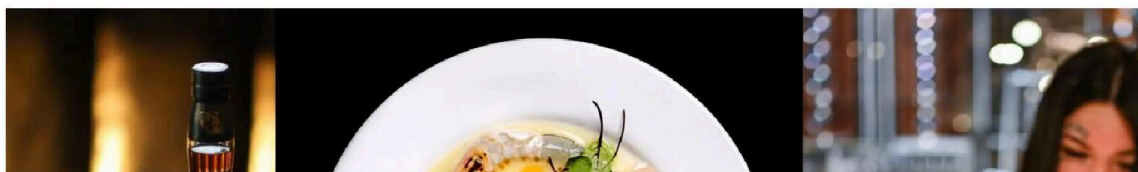
**INTRODUCING  
THE BLINKING OWL DISTILLERY**

**WE'VE DONE THE HARD PART.** Explosive growth opportunities are now in motion, and we are inviting the community to join in the Blinking Owl's legacy of ARTISTRY, FRIENDSHIP, and certainly...FUN!



**From a bootlegging heritage to modern day accomplishments, our story is one of incredible grit, determination, and perseverance.**

**Committed to using 100% organic California grain, our spirits are showcased at our stunning on-site restaurant, and can be found worldwide.**







**DESTINATION DISTILLERY:  
SPIRIT PRODUCTION + BLINKING OWL BAR, BISTRO and BOTTLE SHOP**

The essence of Blinking Owl Spirits continues to shine through our thoughtful RESTAURANT. We offer distillery tours, a menu with hyper-fresh + local ingredients highlighting our spirit profiles. With items such as our hand ground organic California rye grain (also used in our whiskey) in our artisanal pizzas along side show-stopping cocktails and tasting flights, it is no wonder why we are a highly sought after destination.

**PRODUCT LINE**

VODKA

OC ORANGE VODKA

GIN

BARREL VACATIONED® OLD TOM GIN

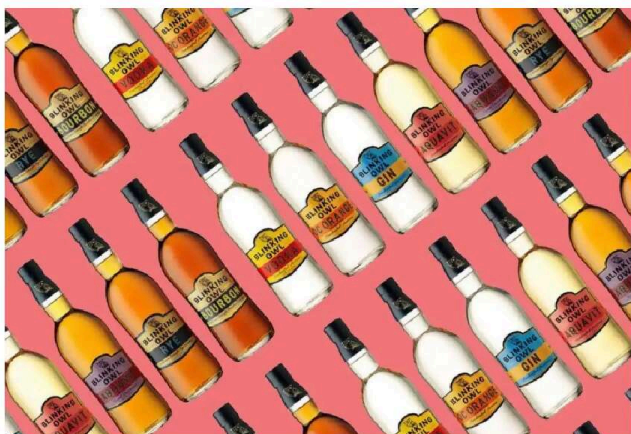
AQUAVIT

BARREL VACATIONED® AQUAVIT

BOURBON WHISKEY  
*(4 grain + wheated)*

RYE WHISKEY

SINGLE MALT WHISKEY  
*(Coming Sept 2022)*



**BLINKING OWL SPIRITS  
AROUND THE WORLD**

Found in HUNDREDS of bars, restaurants, and retailers including BevMo, Total Wine, Ralphs, Vons/Pavilion's/Albertsons and Whole Foods, Masters of Malt and a plethora of others

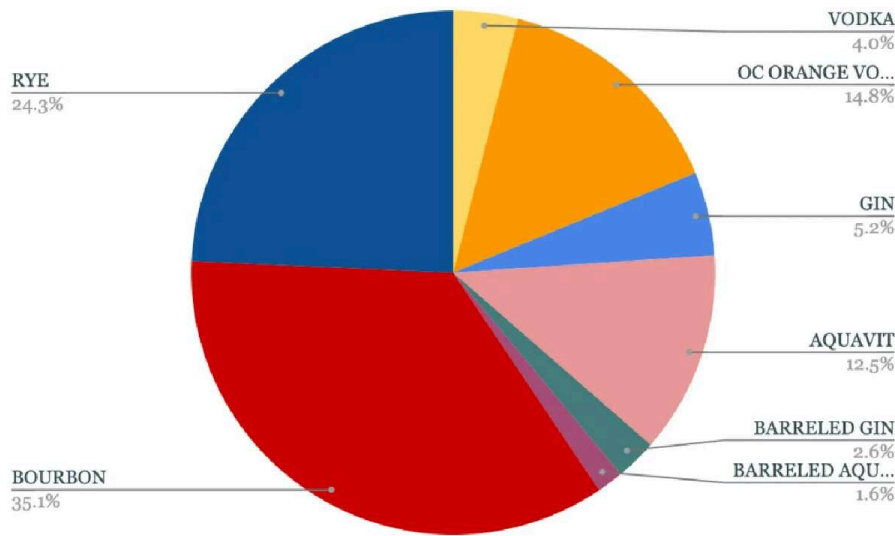
**"COOL-FACTOR" PAST PLACEMENTS**



RAMS STADIUM BLINKING OWL BAR  
 FIVEPOINT IRVINE AMPHITHEATER  
 MASTERS OF MALT ADVENT CALENDAR

With a much anticipated launch in Q4, we are finalizing negotiations for a licensing + production deal with a renowned company that is committed to quality and sustainability. Their prestigious portfolio, international sales force and bottling/branding capability opens a streamlined route to market for nearly every state as well as major international markets.

### 2021 BOTTLE SALES



### AMONG THE GREATS

"The American Whiskey Masters is an annual blind tasting conducted by prominent spirits writers in the UK...

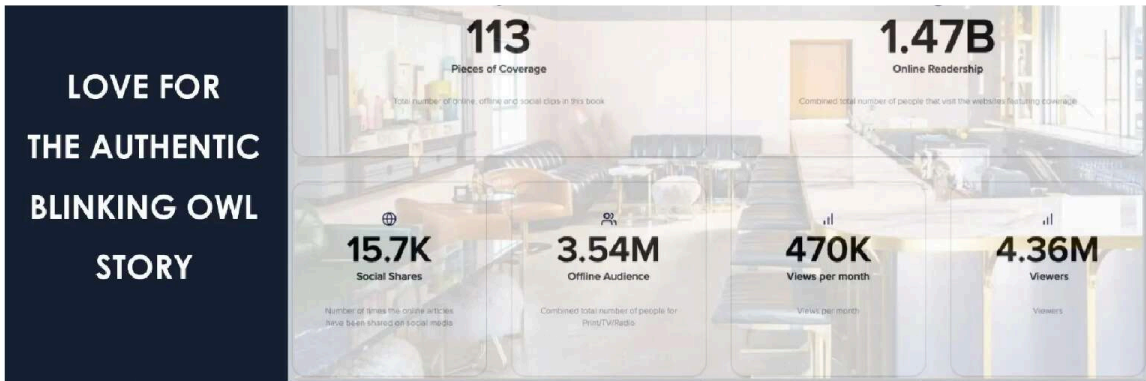
Out of a full 34 total medals, nearly a full 50% went to labels produced at Buffalo Trace...

But in fact, the real story here is another distillery that cropped up multiple times on the winners list...Blinking Owl, out of Orange County, California."

Brad Japhe, FORBES







**DESTINATION:  
BLINKING OWL**

Small kitchen and patio improvements can significantly increase on-site revenue.

**OWL OPPORTUNITY**

CRAFT SPIRITS ARE HOT and expected to see a \$37B boost by 2025.

**MASSIVE SALES + LICENSING  
DEAL IN NEGOTIATIONS**

A strategic licensing deal with a powerful spirit portfolio is hoped to open a streamlined route to market and exponential increase in sales.

**PLANNED USE OF FUNDS**

**EQUIPMENT UPGRADES**  
BOTTLING LINE, FERMENTATION TANKS

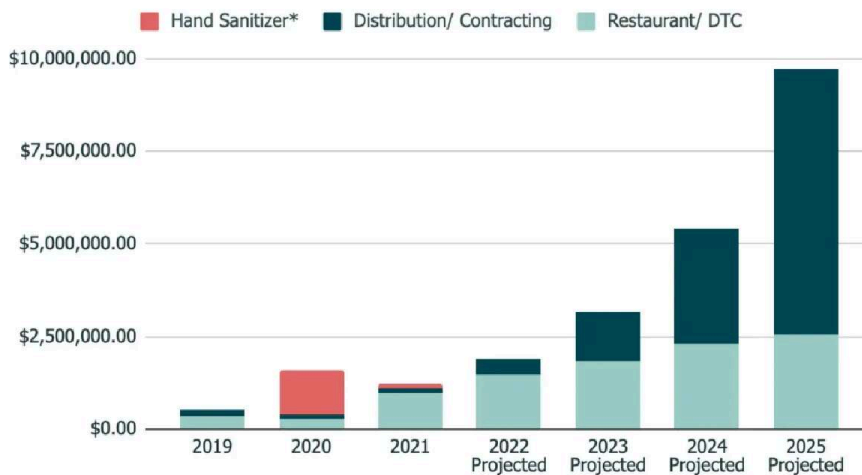
**INCREASED WHISKEY PRODUCTION**  
ADD TO OUR EXISTING \$1M AGING WHISKEY INVENTORY

**EVENT + RESTAURANT EXPANSION**  
KITCHEN UPGRADES + ADDITIONAL PATIO RAIN COVERAGE



# FINANCIAL SNAPSHOT

## Gross Revenue 2019-2025



\*Government relief income not included. Web and Direct to Consumer (DTC) bottle sales are included in restaurant revenue.

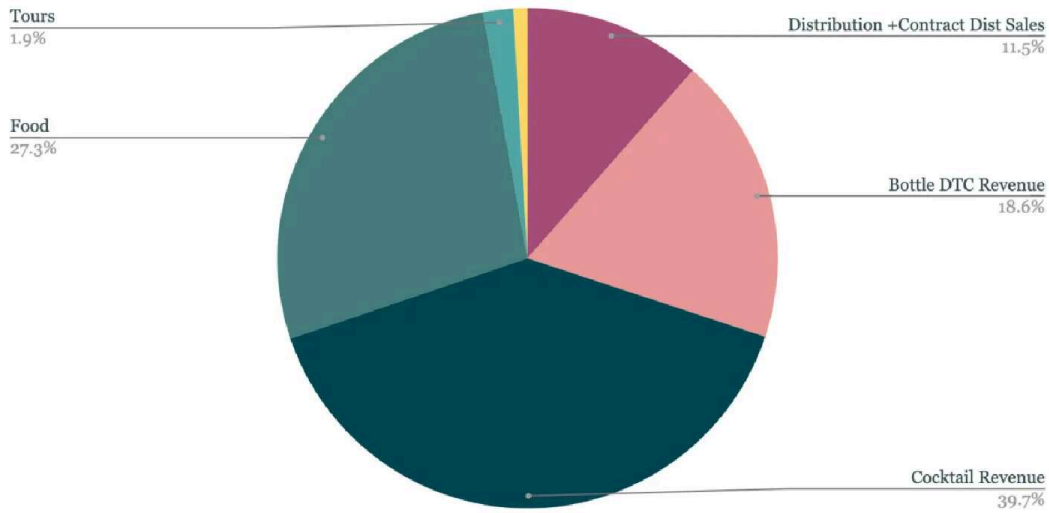
Industry-wide craft spirit distribution sales were hard hit by the pandemic. However, our sales are finally returning to pre-pandemic revenues. The addition of our restaurant has catapulted our revenue with not only food + beverage sales, but consumers are buying a record number of bottles at our facility. While we've experienced some profitable months, consistent profitability is hoped by year end. With 2022 YTD sales nearing \$800K and historic trends of Q4 bringing the majority of distribution and restaurant/ event sales, 2022 gross sales are trending toward \$2M+.

### PROJECTIONS ARE BASED ON THE FOLLOWING ASSUMPTIONS:

1. Anticipated licensing deal beginning in Q4 2022: increased distribution/ case sale profits to become our largest revenue stream by 2024.
2. Anticipated increased contract distilling revenue beginning in Q3 2023: we'll have greater capability for contracting by adding equipment to handle the volume.
3. Kitchen + patio upgrades exponentially increase service + event capability: private dining areas, better coverage for cooler months, and upgraded kitchen space will enable us to increased dining capacity, to-go capability and expansion of hours of operation.



# 2021 REVENUE STREAMS



**OUR WEFUNDER FUNDRAISE:**

Blinking Owl Distillery, LLC is offering Class B non-voting member units.

Each unit = \$100

The pre-money valuation is \$25M.

**WE HOPE YOU WILL CONSIDER JOINING THE BLINKING OWL TEAM FOR THIS EXCITING NEW CHAPTER**

**CHEERS!**