



chareau

ALOE LIQUEUR

Q1 2017 INVESTOR PRESENTATION

Property of Charron Favreau LLC – Private and Confidential

The Original Aloe Liqueur

All-Natural and craft distilled in small batches using fresh ingredients sourced from local California farms.

Chareau is an American Made Farm-to-Table Spirit



It's Perfectly Balanced to Sip, Shake, or Stir

With the versatility to make handcrafted refreshing cocktails with any base spirit such as vodka, gin, rum, whiskey or tequila



and the simplicity to enjoy sipped over ice right out of the bottle

Chareau has now become synonymous with "Aloe" on cocktail menus across the country.



...And It's The Only One of Its Kind

You can taste the freshness of the ingredients, because Chareau has NO Artificial Flavors, Coloring, Preservatives or Sweeteners.

- ½ THE SUGAR & ½ THE CALORIES OF THE COMPETITION
- 25% ALCOHOL BY VOLUME
- NATURALLY GLUTEN FREE

"FANTASTIC"

-CBS Best of LA



- Difford's Guide



INGREDIENTS: Aloe Vera, Cucumber, Eau de Vie, Lemon Peel, Muskmelon, Spearmint, Sugar & Water

Handmade in California



Chareau is produced in-house on an Arnold Holstein German Copper Pot Still using fresh ingredients from local California farms



Production, bottling, and labeling are done by hand in Camarillo, CA

Having our own Distilled Spirits Plant allows us to produce the Best Quality Spirit, AND

- **Increase gross margins** from 36.67% up to over 65%
- **Decrease our shelf price** to be in line with our competition
- **Scale immediately**

The Right Spirit at the Right Time

CRAFT SPIRITS

Market share doubled over the last two years to 2% of all spirit sales and is expected to grow another 300% to reach 8% market share by 2020. (Market Watch)

LIQUEURS

Generated \$2.6 Billion in supplier revenue in the U.S. in 2015. Of that, \$546 million is from High-End Premium Liqueurs - Up 82% since 2010. (Park Street)

ALOE VERA

Non-Alcoholic Aloe Vera beverages grew 25.7% in the U.S. in 2015. (SPINS)



Comparable Spirit Acquisitions

Brand	Category	Buyer	Year	Revenue (million)	Price (million)	Valuation (Multiple of Revenue)	Source
Hpnotiq	Liqueur	Heaven Hill	2005	\$2.2	\$40	18.0x	**
42 Below	Vodka	Bacardi	2006	\$7.0	\$91	13.0x	**
Chambord	Liqueur	Brown-Forman	2006	\$15.6	\$255	16.3x	**
Cabo Wabo	Tequila	Campari	2007	\$9.5	\$91	9.6x	**
Ultimat	Vodka	Patron	2007	\$2.4	\$17	7.1x	*
Effen	Vodka	Jim Beam	2009	\$10.0	\$68	6.8x	*
Leblon	Cachaca	Bacardi (30%)	2010	\$2.0	\$12	20.0x	**
Zacapa	Rum	Diageo	2010	\$12.7	\$200	15.8x	**
Skinny Girl	Vodka	Beam	2011	\$8.0	\$90	11.2x	**
Average – All Brands				\$7.7	\$96	13.1x	

Sources: *Double Cross Presentation, **Park Street

Below are some of the recent acquisitions 2011-2016 that have not yet disclosed price/valuation to the public



But Don't Just Take Our Word...

The New York Times

Wine & Spirits 7  SAN FRANCISCO

FOOD & WINE
INSPIRATION SERVED DAILY

InStyle SOMA

THE WASHINGTON PANEL

Los Angeles EATER
MAGAZINE

OBSERVER imbibe LIQUID CULTURE

Los Angeles Times

MICHIGAN AVENUE LAS VEGAS WEEKLY

CHILLED  ZAGAT
RAISE YOUR SPIRITS

“It could easily be the next big thing”

Leslie Ventura (Las Vegas Weekly)

“Has bartenders falling head over heels”

Garrett Snyder (Tasting Table)

“The only product of its kind on the market...a spirit that has a quintessentially fresh scent and taste”

Kelli B. Grant (CNBC)

“Chareau is already being touted as potentially the next St. Germain”

Simon Difford (Difford's Guide)



Now Available at the Best Bars & Restaurants

BAR/RESTAURANT

HOTEL/RESORT

RETAIL



Hakkasan



ACE HOTEL



GORDON RAMSAY
PUB & GRILL



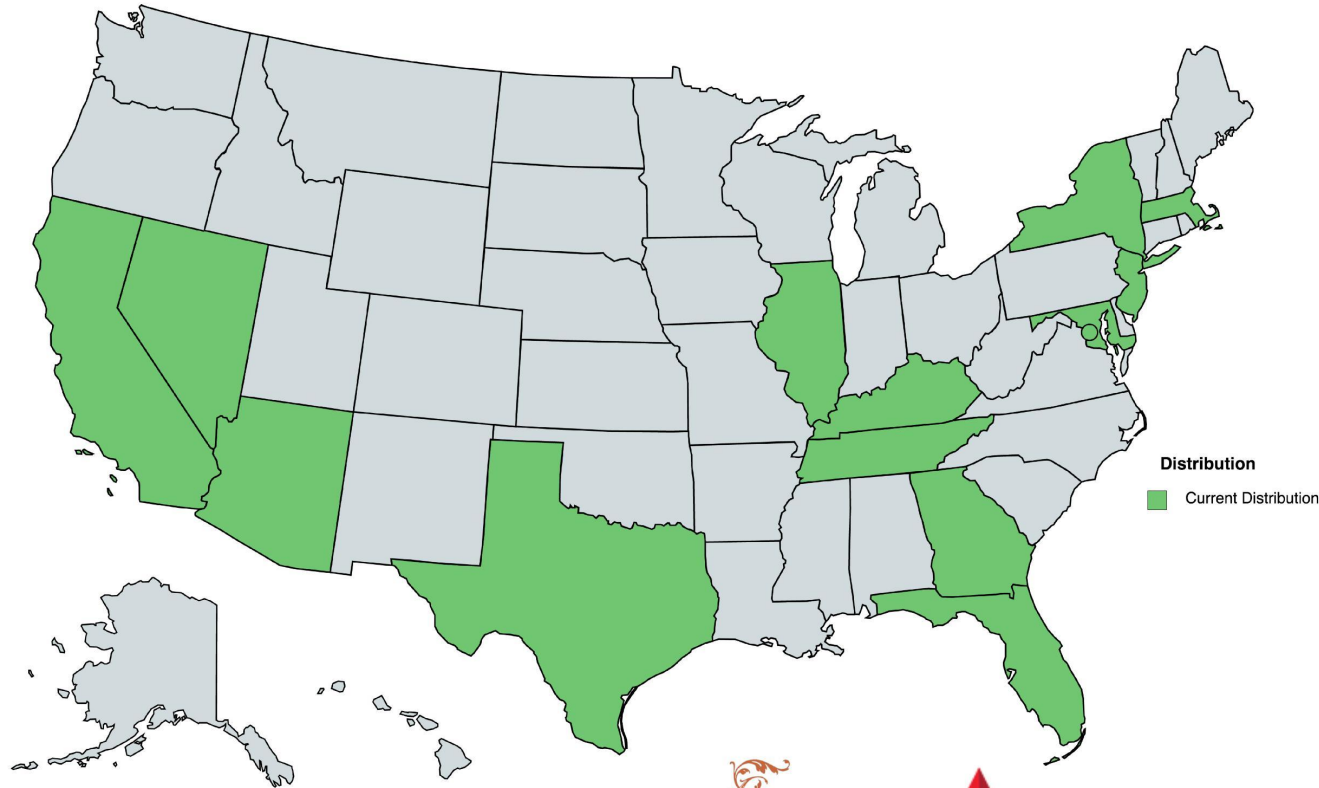
Death & Co



**Over 1000+
accounts in
16 states!**

Chareau has been featured on the cocktail menu at some of the best bars & restaurants in the country from the pairing at **Alinea** in Chicago, a top 20 restaurant in the world, to the *Spa Cocktail* at **Mastro's Steakhouses** nationwide and the *Ramsay Gin & Tonic* at **Gordon Ramsay Caesars Palace**, named after their celebrity chef.

Distribution Partners are Growing by the Day



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Team



Kurt Charron
FOUNDER & DISTILLER

MANAGEMENT: 10 years in the beverage industry, as well as, 6+ years in hospitality. Kurt is a graduate of USC and the Lloyd Greif Center for Entrepreneurial Studies with a B.S. in Business, and also a graduate of The Ethanol Technology Institute in Montreal, QC and the Kothe Distillation Program.



Juyoung Kang
Las Vegas



Liz Pearce
Chicago



Helen Diaz
San Francisco



John Peet
Nashville



Karen Grill
Los Angeles

BRAND AMBASSADORS: We have a team of some of the best and most award-winning bartenders in the country spreading the word and making cocktails.

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park  **street**

BACK OFFICE: Park Street Imports has experience working with hundreds of successful wine and spirits brands like Aviation Gin, Domaine de Canton, and Fortaleza Tequila.

They handle all back office, compliance and logistics for Chareau.

SANDSTROM PARTNERS

BRANDING: Sandstrom Partners is located in Portland, OR with past credits that include St. Germain, Bulleit Bourbon, Aviation Gin, and Tazo Teas.

For Chareau, they have developed a beautiful and cohesive brand narrative based on a California farm-to-table product that is unique to the spirits market. They continue to create brand collateral and aid in the brand's direction.



Kurt Charron

Founder & Distiller

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