

Innovative spirits for outlaws, by outlaws


PITCH VIDEO INVESTOR PANEL



loneriderspirits.com Holly Springs NC [Twitter](#) [Facebook](#)

Alcohol Retail Main Street Cocktails Distillery

LEAD INVESTOR

 **Reed Frankel**

I've been an angel investor for 5 years and when I met Chris and Sumit I knew they had something special with Lonerider Spirits, so I had to invest. Among other aspects, the business model, product fit relative to a viable market and financial projections are important in my decisions whether or not to invest in a company but the company leadership is the most important component. Their experience, passion for business, attention to detail, inner drive and sheer tenacity encompassed everything I look for when pursuing investment opportunities. I'm glad to have made the leap into the wild west of bringing the Lonerider brand to spirits!

Invested \$25,000 this round & \$22,990 previously

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY **9** ASK A QUESTION

Highlights

- 1 Spirits revenue was up 52% - \$349.6k in 2020 vs. \$233.1k in 2019.
- 2 Our award total is over 30 awards, including NC Whiskey Distillery of the Year in 2020.
- 3 Our North Carolina ABC placements were up 205% in 2020 vs. 2019.
- 4 Lonerider Spirits was born from Lonerider Brewing Company, one of the top 150 largest breweries in the U.S., and has the advantage of sharing that established branding.
- 5 We plan on our spirits being carried in Georgia and South Carolina in 2021.

Our Team



Chris Mielke President and VP of Operations

25 years in project management, experience building and managing multi-million dollar projects.



Sumit Vohra Chairman of the Board

As CEO of Lonerider Brewing Company, he grew the brand to a top-150 brewery in the U.S.



Lauren Tito Vice President of Sales

9+ years of experience in store management and supervisory positions



Derek Tenbusch Vice President of Marketing

Managed marketing for Lonerider Brewery and social media campaigns for over 10 years.



Incolo IO Business Advisor

Incolo helps create investable founders focused on key areas of traction with education, experts, & community

Pitch



Lonerider Spirits Has An Advantage In Distribution Channels

- Due to pre-existing distributor relationships by Lonerider Brewing Company, Lonerider Spirits is able to gain market access at a much more rapid rate.
- There are now around 2,000 distilleries in America, at least one in each state.
- Many distilleries stay small - 55% of craft distilleries employ between one and five workers. 45% of craft distillers only operate in their state - only 12% of craft distillers are able to scale up to operate in more than 10 states.

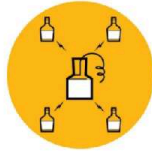
The Lonerider Brand And Innovation Solved This Problem

- Lonerider Brewery has built its distribution system by forging relationships over eleven years and Lonerider Spirits utilizes this network.
- Lonerider Spirits is acquiring stockpiles of maturing whiskey/bourbon and creating our own whiskeys from iconic Lonerider beer recipes. Our innovative product line has grown to 10 SKUs in less than three years.
- The iconic Lonerider brand allows us to establish distillery locations with instant name recognition since Lonerider beer is sold in 10 states.

Key Differentiators From Our Competition



The high quality of our spirits is synonymous with the Lonerider brand.

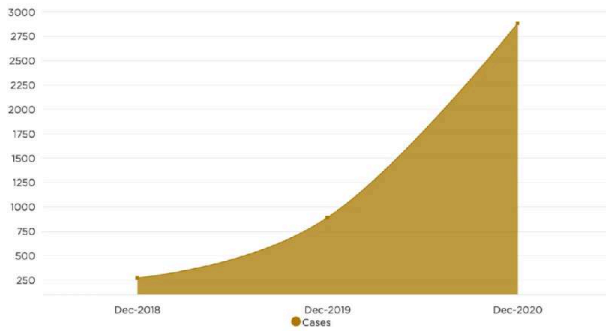


We can scale up our liquors easily to meet demand and craft distillers cannot do this without considerable expense.

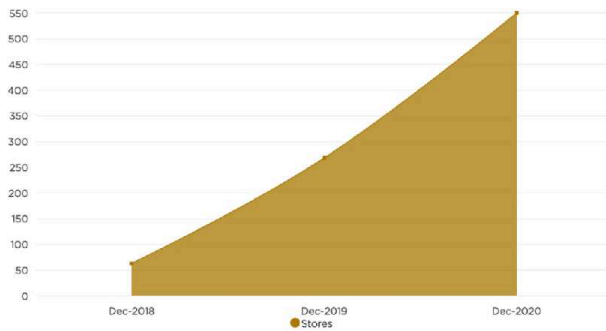


Due to pre-existing distributor relationships, Lonerider Spirits is able to gain market access at a much more rapid rate.

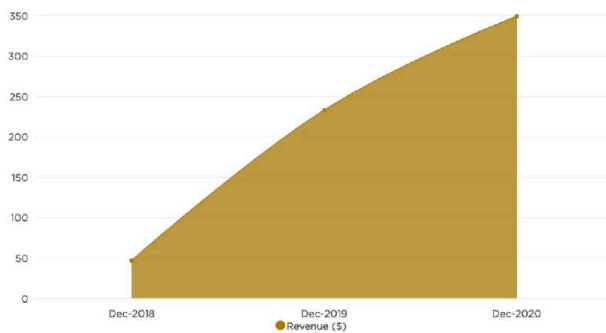
9L Cases Sold Per Year



Liquor Store Placements Per Year



Revenue Per Year (\$)



Lonerider Spirits is Becoming a Liquor Powerhouse

- A spirit lineup that was different than the norm gave us acceptance

among bars and restaurants.

- An aggressive sales team gave us statewide coverage in North Carolina in less than two years. We are in over 265 ABC stores across the state and in over 300 bars and restaurants.
- Our relationship with our beer distributor partners has opened up Georgia and South Carolina with other states to follow.
- Two distillery locations opening in 2021 in North Carolina (with more to follow) will help bring our spirits directly to customers.

Actual and Estimated Profit and Loss

	2018A	2019A	2020A*	2021P	2022P	2023P	2024P
Revenue	\$46K	\$233K	\$349K	\$508K	\$1.3M	\$2.2M	\$6.0M
EBITDA	\$(173K)	\$(314K)	\$(141K)	\$112K	\$429K	\$782K	\$3.6M
Net Income	\$(173K)	\$(314K)	\$(141K)	\$92K	\$347K	\$641K	\$2.9M
9L Cases	272	1,400	1,900	5,000	10,000	18,000	36,000

*COVID-19 had a significant impact on our 2020 revenues.
This chart contains forward-looking projections that cannot be guaranteed.

Industry Data

According to The Distilled Spirits Council (DISCUS), 2019 marked the tenth straight year of record spirits sales and volumes for bourbon and whiskey, at \$4 billion, up 2.1 million cases from the prior year, with higher-priced “premium” and “ultra-premium” spirits growing faster than the overall industry.

According to DISCUS’ chief economist, David Ozgo, the key drivers were Tequila, up 8.5%; American whiskey, up 8.4%; Single malt Scotch, up 6.9%; and Irish whiskey, up 3.9%.



The Team



Chris Mielke
VP of Operations

20 years in large scale operations management. Researched practices at over 50 U.S. distilleries.



Sumit Vohra
Chairman

Founder of the Lonerider Brewery, entrepreneurial adviser and investor.



Lauren Tito
VP of Sales

A customer service-centered manager with experience in district management and supervisory positions.



Derek Tenbusch
VP of Marketing

Managed marketing for the Lonerider Brewery and social media campaigns for over 10 years.

Pembroke Distillery Plan - Exterior



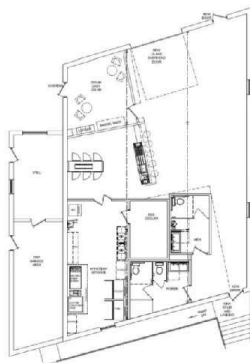
Pembroke Distillery - Ground Floor



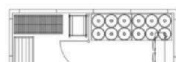
Pembroke Distillery - Rooftop Bar

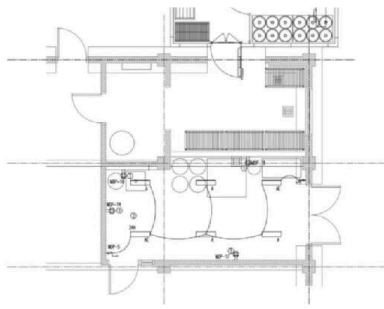


Durham Distillery - Ground Floor



Wake Forest Distillery - Ground Floor





Use of Funds

\$1.07m via fundraising

- Build-out of the North Carolina locations in Pembroke, Durham, and Wake Forest.
- Stretch goal - Add a distillery to the Raleigh North Carolina brewery location.
- Adding these locations will bring an additional \$800k per year in net income from sales of bottles, food, merchandise, events, and tours.

These are forward-looking projections that cannot be guaranteed.

Our Spirits Have Won Over 30 Awards In Worldwide Competitions



AND MILD CACAO IN THE BODY. LEATHER, TOASTED OAK, AND PEPPER FINISH.

ESTD 2018

LONERIDER SPIRITS




178 proof • 750ml • NC code: 19833 • 69.95 retail • 73.70 MXB

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DEADWOOD

CASK FINISH BOURBON

STRONG VANILLA AND COCOA NOTES. MALTY SWEETNESS IN THE BODY. BUTTERY SMOOTH, HEAVY TOASTED OAK FINISH.

ESTD 2018

LONERIDER SPIRITS



90 proof • 750ml • NC code: 66270 • 49.95 retail • 53.70 MXB
Mini Bottle: 50ml • NC code: 21071 • 3.00 retail • 3.25 MXB

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TEQUILA CASK FINISH

STRAIGHT BOURBON WHISKEY

RIPE PEAR AND LEMON VERBENA NOTES, WITH JUST A HINT OF VANILLA. COCOA BEAN, LEATHER, AND SMOKY BLUE AGAVE OVER RYE SPICE IN THE BODY. FRESHLY BAKED BREAD, TART LIME, AND TEQUILA SHARPNESS IN THE FINISH.

ESTD 2018

LONERIDER SPIRITS



90 proof • 750ml • NC code: 66272 • 44.95 retail • 48.70 MXB

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READY-TO-DRINK COCKTAIL

Spirits for outdoors on the go, you can now take the great taste of Lonerider whiskey on every adventure. Featuring the perfect balance of spicy ginger and tangy lime combined with premium whiskey and a little added fizz.

ESTD 2018

LONERIDER SPIRITS

4 PACK

40% alc. by vol. • 13 fl.oz. each
14.95 retail • 22.95 MXB • NC Code: 51447



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CHOCOLATE FLAVORED LIQUEUR

TASTES LIKE A BIG MALTED MILK BALL, MADE FROM THE SWEETEST BOURBON AVAILABLE.















Lonerider Spirits is a Lifestyle Brand



Lonerider Spirits Campaign Perks!

\$250+	\$500+	\$1,000+	\$5,000+
			
			
	 x2 	 x4 	 x4 
			

Lonerider Spirits Campaign Perks!

\$10,000+	\$25,000+	\$50,000+
		
		
	 x2 	 x4 



DISCLAIMERS

This presentation (together with any other information that has been or may be furnished to you by us) includes certain statements, estimates, and forward-looking projections with respect to Lonerider Spirits' anticipated future performance, including, without limitation, operating and financial information. Such statements, estimates, and forward-looking projections reflect various assumptions of Lonerider Spirits that may or may not prove to be correct and involve various risks, uncertainties, and other important factors that could cause the actual results, performance, or achievements of Lonerider Spirits, or industry results, to differ materially from any future results, performance or achievement implied by such forward-looking statements. Although we believe that the assumptions and expectations reflected in the forward-looking statements are reasonable as of the date of this presentation, future results, performance, or achievements cannot be guaranteed. Moreover, we assume no responsibility for the accuracy and completeness of these forward-looking statements. We are not under any duty to update any of the forward-looking statements after the date of this presentation to conform prior statements to actual results.



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