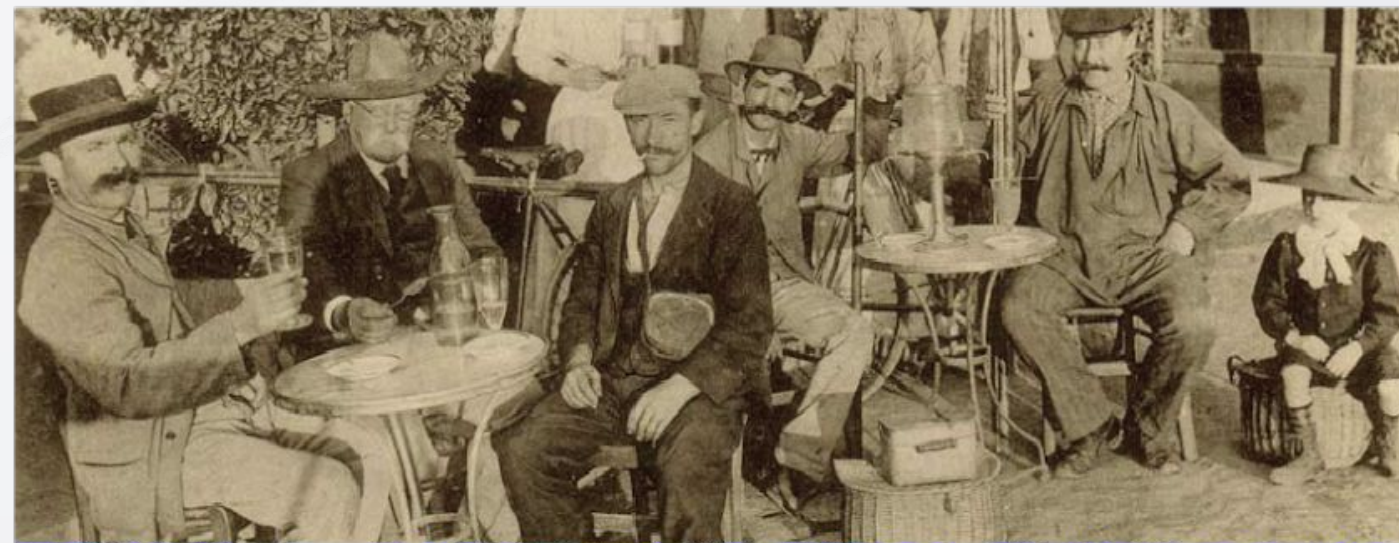


ABSINTHIA



ABSINTHE: THE CHALLENGES AND OPPORTUNITIES



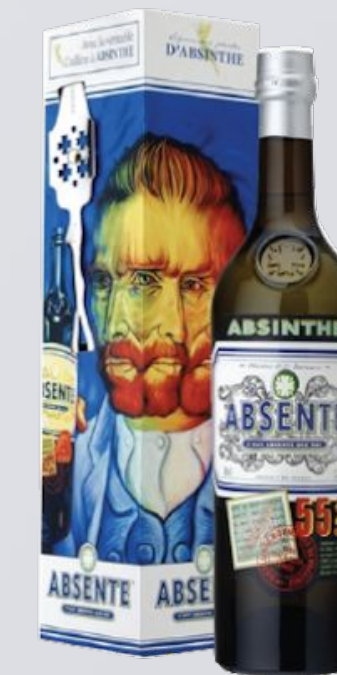
1800 - 1905



1905 - 1914



95 YEARS



2007 - 2017

- Annual Absinthe U.S. sales 30,000 compared to Vodka 67,000,000.
- No current market leader! Most brands don't taste good.

MEET ABSINTHIA - GREEN FAIRY OF ABSINTHE

From Burning Man bootlegger to award-winning absintheure



AWARDS:

- San Francisco World Spirits Competition Gold Medal 2018
- NY International Gold 2018
- SIP Award Silver 2018
- Tasting Award 93 Rating 2018
- San Diego Spirits Festival Design Award 2018
- Las Vegas Global Spirits Bronze 2018

ABSINTHIA

ABSINTHIA IS ORGANIC ABSINTHE

- Highest quality ingredients – fresh and organic
- Produced in California with biodynamic and organic ingredients
- Farm to bottle
- Delicious and drinkable, no bitter taste
- Our customers enjoy it neat – virtually unheard of in absinthe!



“In a category full of intense, overwhelming flavors, Absinthia really stood out for its elegant simplicity.”

—Peter Mustacich, owner Alchemy Bottle Shop, Oakland, CA

ABSINTHIA

CURRENT STATUS/TRACTION

- First batch of absinthe sold out after 8 months of sales: ≈\$14,000 revenue – produced twice as much in Q3 2018 and Q1 2019.
- Distribution in New York and Louisiana finalized Q1 2019.
- Selected as Edwardian Ball Absinthe SF & LA Sponsor 2019.
- Over 50 high-end Bay Area and Los Angeles customers in first ten months of sales, including Cask, K&L, Hyatt Hotels, Bix, Absinthe Brasserie & Bar, Bar Agricole, DAMAS Restaurant, and Bar Keeper.
- Press: *Berkeleyside, Eater SF, Money Inc., 7x7, SF Magazine.*
- Founder named “One of Ten Spirited Women to Know” by *East Bay Express.*
- Raised \$11,650 private round to produce second batch.

COST OF MANUFACTURING AND PRICE POINT



- Selling 6 pack cases of 375ml bottles =
Wholesale - \$162 per case
Distributor price - \$150 per case
Cost of manufacturing - \$88
- Bars and restaurants with Absinthia on menu and
Bottle Shop buying 2 or more cases get price
reduction.
- Suggested retail - \$35 per bottle

TRENDS AND OPPORTUNITIES

- Tequila went from frat party drink to \$1B business sold to Diageo (George Clooney and Rande Gerber).
- Absinthia – Our goal is to be the next Tequila story!
- Cocktail enthusiasts, bar managers at bars, restaurants, hotels, and bottle shop owners are seeking new experiences.



“It’s a very fun absinthe to play around with in cocktails and very clean at the same time if you are in the mood to sip on it.”

—Justin Sheffey, Bergerac

GO TO MARKET PLAN

- **Self distribution in California** – already proven to be highly successful.
- **Distribution secured in NY and Louisiana.**
Plans to hire sales and brand ambassadors.
- **Tastings at bottle shops** – outperforming other brands and types of alcohol.
- **Distributors and brand ambassadors** – expand nationally and globally.
- **PR/Trade Shows** – getting the brand recognition.



COMPETITIVE LANDSCAPE



- Absinthe is still a niche market
- There are a handful of high quality brands made in the US and Europe, but there is no clear market leader
- Many popular brands are considered “novelty products” by the absinthe community. Absinthia reaches the Superieure classification and is a “true absinthe.”

ABSINTHIA

MANAGEMENT TEAM



FOUNDER: J. Absinthia Vermut "Abs"

- MBA Babson College 2018
- Three time entrepreneur
 - Nickel Dime Cocktail Syrups 2015-present
 - Absinthia's Bottled Spirits 2012- present
 - Peridot Marketing 2007-2012



FARMER AND DISTILLER: Gena Nonini of Marian Farms

WHAT'S NEXT?

- Launch “Absinthe Verte” – the green absinthe
- Produce additional merchandise
- Continue expanding throughout California and into the rest of the country and international distribution



“This is really the start of something — the beginning of approachable, refined absinthe.”

—Don M, Google employee and friend

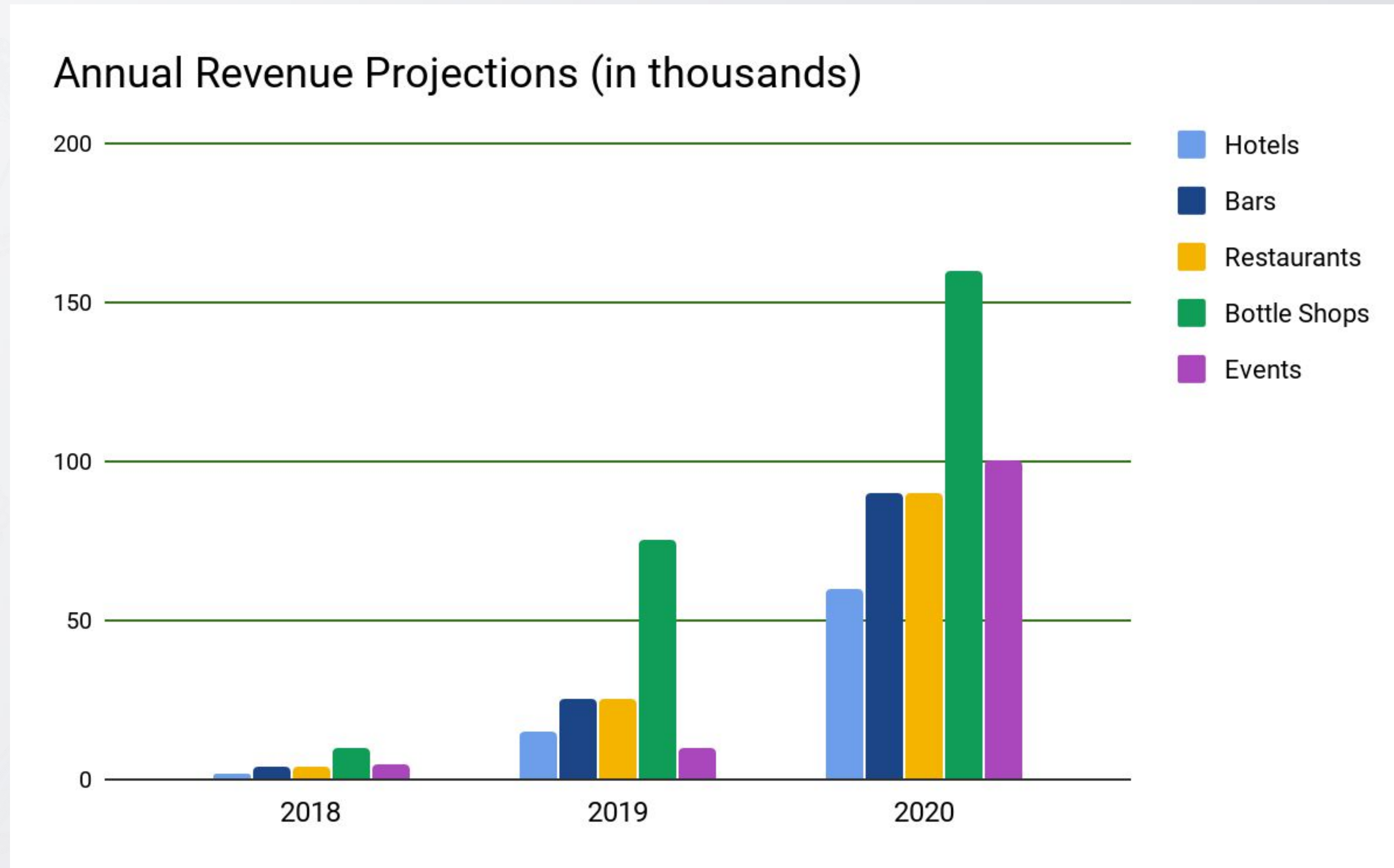
FUNDING REQUIREMENTS

SEEKING \$500K FOR:

- Sales & marketing
- PR
- Travel to trade shows

Round Objective:
This will take us to
Year Five,
profitability,
≈22,000 cases
sold and \$3.5m
revenue

FINANCIAL PROJECTIONS & KEY METRICS



- 6 pack cases: \$162 wholesale; \$150 distributor price
- Suggested retail: \$35 per bottle; \$14 per 1 ounce pour

VALUE PROPOSITION



- Award winning, high quality ingredients
- Woman owned and produced, certified organic and biodynamic absinthe
- Founders 20+ years of industry experience positions this product to take absinthe from niche to the hottest thing on the market
- Absinthe has the potential to be the next tequila success story. It's growing in popularity and ripe for a market leader!

THANK YOU!

J. Absinthia Vermut, Founder
Oakland, California



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@absinthia



facebook.com/TheAbsinthia

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