

CALIFORNIA

Hand-Crafted Spirits



GEIJER GLOGG INC.

Contact: Martin Geijer
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Q2/Q3 2020 INVESTOR PRESENTATION
Property of Geijer Glogg Inc. – Private and Confidential



About us

It all started with a Swedish family recipe and a desire to share our Glögg Liqueur with the world. We loved working with craft spirits, and before we knew it, we were ready to launch a few more exciting products - this enterprise became Geijer Spirits. A family of products that is truly unique in its approach, of the highest quality that brings base spirits to life



Products

- All natural ingredients
- Scandinavian products are a “hot” market space
 - Award winning
- Hand-Crafted in California



“A truly unique family of products with limitless craft applications”

-Andrew Meltzer, - President USBG San Francisco Chapter

“California Fernet you say? Well. It's f***king delicious.”

-Sother Teague, - Wine Enthusiast's Mixologist of the Year (2017), Author of “I’m Just Here for the Drinks” & Beverage Director of Amor y Amargo

“In short, it seems like Geijer can’t help but have good timing”

- Will Shenton, - Bevvv

“California Aqua Vitae is the best Aquavit I have ever tasted”

- Roberth Sundell, - Executive chef and owner of Pläj.

Aquavit is “like a botanical gin without the juniper,”

- Jacob Grier, - Creator of Aquavit Week

“San Francisco consumes more fernet than anywhere else in the US”

- Joe Starkey, - Thrillist San Francisco



Handmade in California



Production, bottling and labeling are done by hand in San Carlos, CA



Our products are produced on a 600-L hybrid still



Enjoyed by all!

All-Natural and craft distilled in micro-batches using the finest selected botanicals – locally sourced when possible.



Key Customers

Bar/Restaurant

Hotel/Resort

Retail



RAISED BY WOLVES



SAN FRANCISCO
PROPER
HOTEL

ACE HOTEL
DOWNTOWN
LOS ANGELES



HOTELS



BevMo!



Total  **Wine**
& MORE

CASK



Awards and Opportunities



2018 and 2019 - Top Ten Craft Specialty Distillery as voted by USA Today readers



2018 Gold medal for our California Fernet*

2020 Best of Class for California Falernum**

2020 Best of Category for California Falernum**

2020 Gold Medal for California Falernum**



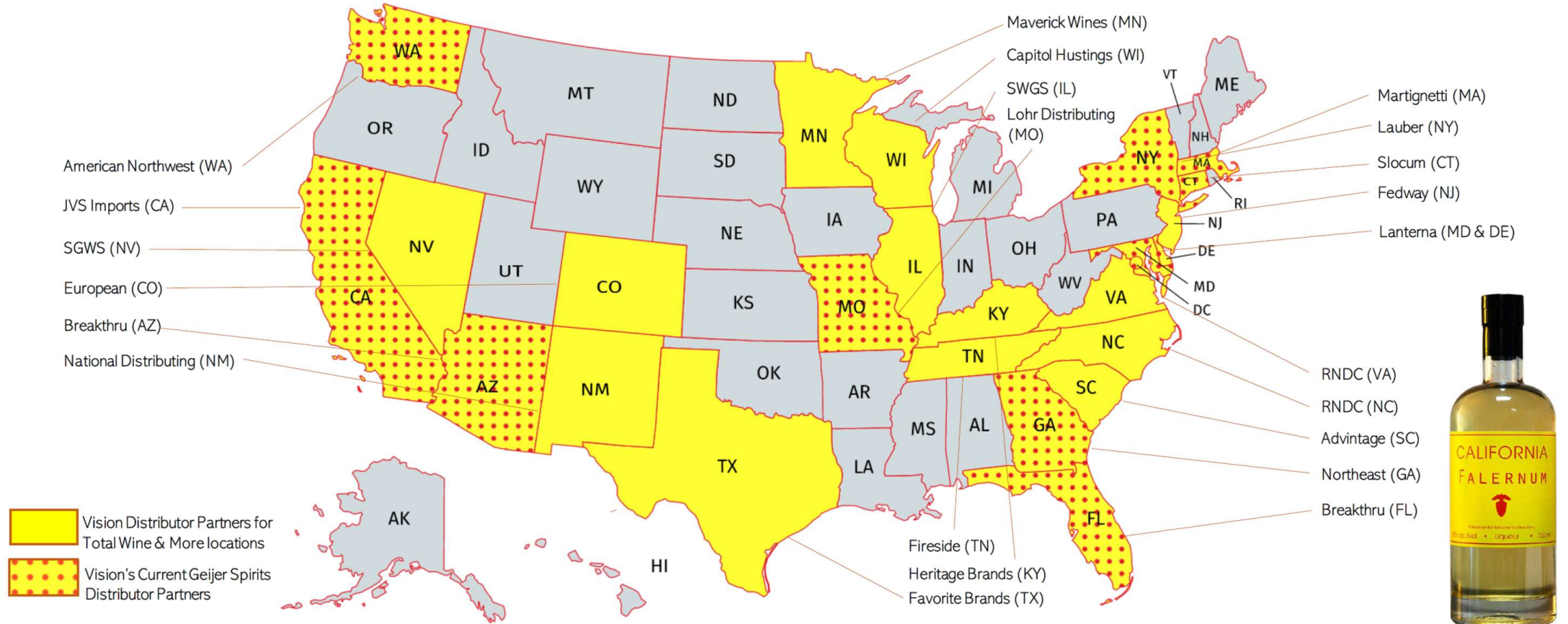
*Products awarded a Gold medal are exceptional. They are near the pinnacle of achievement in their particular category. They are products that set the standard for all others of their type.

** Best of Class products in the ADI 2020 competition awarded us with the opportunity to work with Total Wine & More on a National level, where we are rolling out Texas, Florida, Washington, California, Arizona and New York for both the Fernet and the Falernum.



Support from Vision (A Martignetti Company)

CALIFORNIA FALERNUM US DISTRIBUTION OVERVIEW BY STATE





Overall Company Status

Current Team of 1

(Working a full-time job on the side)



1 Small distiller – Coastal Spirits

(Recently invested in equipment to tenfold production)



1 National Importer

(Managing the distributor relations across the US)



1 National Retail Chain

(Rolling out products in 6 main states)



**Reach beyond average
Craft Spirit maker**

(It's hard getting national attention)



100% Self-Funded

(Owner funded)



No Current Debt

(Revolving Credit Only)



\$80K Inventory

(Product Ready for Delivery)



Six Figure Sales

(2019 Record Sales and Momentum until
Mid March 2020 – COVID slowdown)



Low Risk Opportunity

(Company in Healthy Position vs Many
Competitors)



Use of Funds

100% will be used on market expansion

1st year investment – 3 BA's

(\$145K/yr)

Sep 17, 2019

(Announced our collaboration with Vision Wine & Spirits to help us move from single state to nationwide)



FY20 Growth targets with new deal and BA's



COVID will have a short term impact – focus has shifted to off-prem

Focus on off-prem and slow recovery in on-prem will likely lead to a small growth in FY20



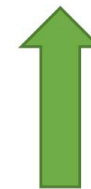
Moving from statewide distribution



To national distribution

Educational Brand Ambassadors in Key markets

(Targeting key markets, Los Angeles, San Francisco, New York, Miami and Austin – trendsetting craft cocktail markets)



Layered in off-prem

(Winning best of Class for Falernum opened up the doors to work with TW&M nationally – currently in 116 stores)

May 15, 2020

Continued growth will come from focusing on adding Brand Ambassadors in new key markets

(Following distributor and market expansions with BA's)



Adding New Markets

Adding BA in New Markets

FY21 Growth: 300%
FY22 Growth: 159%
FY23 Growth: 126%
FY24* Growth: 106%

*20K 9-Liter Cases



Brass Tacks

Best of class products in an underserved market segment

- Unique modifiers that bring base spirits to life
- Triple digit \$ growth 2 years in a row
- Quadruple growth in number of accounts
- National distribution support
- Contract with large National Chain
- Debt free
- Seventh product ready to be released (Amaro)

California is the largest Craft Spirit market in the US

- 12% of total US market
- \$444M (2017)* (US Craft Spirit Market: \$3.7B)
- \$2.2B (2024)* (US Craft Spirit Market: \$18.7B)

Home market and branding is California specific

- Huge home market potential with locally branded products
- California branding works well in the US and abroad – reach is global

Craft Spirit market is growing fast

- Craft Spirit growth CAGR estimated at 26%* between 2018-2025

*Craft Spirits Data Project - American Craft Spirits Association





Team (Local)



Brad Plummer

Founder, Head Distiller, Coastal Spirits LLC.

- Craft Distiller
- Editor in Chief, Distiller Magazine
- Spirit industry writer and Publisher
- Consultant to American Distilling Institute
- Product Developer for Gin, Vodka and Geijer Spirits California brand.



Martin Geijer

Founder, Geijer Glogg Inc.

- Founder Geijer Glogg Inc.
- 5- years experience working in the spirit industry
- Director of Finance at Asian Art Museum
- Managed Corporate FP&A Department for a \$500M/Revenue company



Simon Wilhelmsson

First Brand Ambassador for Geijer Spirits

- Familiar with all expressions
- Bartender and barback at 3 San Francisco classic bars
- Opened a number of accounts via his network – prior to being brought onboard (paid)

Vision Wine & Spirits (A Martignetti Company) has an experienced team of 12 working with distributors across the us – supporting both national and international brands.

Vision handles all back office, compliance and logistics for Geijer Spirits.

Team (National)





Contact Information

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Appendix



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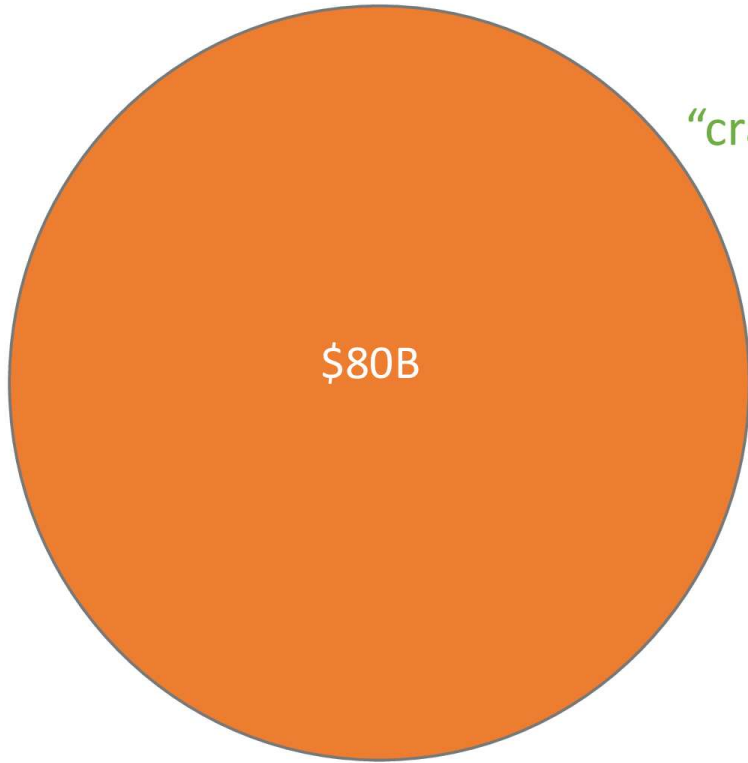
Comparable Acquisitions

Brand	Category	Buyer	Year	Revenue (\$MM)	Price (\$MM)	Valuation (Multiple of Revenue)
Hypnotic	Liqueur	Heaven Hill	2005	\$ 2.2	\$ 40	18.0X
42 Below	Vodka	Bacardi	2006	\$ 7.0	\$ 91	13.0X
Chambrod	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
Kettle one	Vodka	Diageo	2007	\$ 214.3	\$ 1,800	8.4X
Svedka	Vodka	Constellation	2007	\$ 45.7	\$ 384	8.4X
Effen	Vodka	Jim Bean	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						12.2X

Sources: Double Cross Presentation, Park Street, TTB



Addressable Market



Total US **Spirits Market**
in the US (2017)

Initial market is defined as
“craft spirits only sales in California”



Total **Craft Spirits Market (CA)**
(2017) – Largest spirit market in the US



Total **Craft Spirits Market (CA)**
(2023)

Secondary market
“Growth through key US Spirit markets”



Total **Craft Spirits Market (US)**
in the US (2017) – 4.6% of total spirits market



Total **Craft Spirits Market (US)**
US (2023)



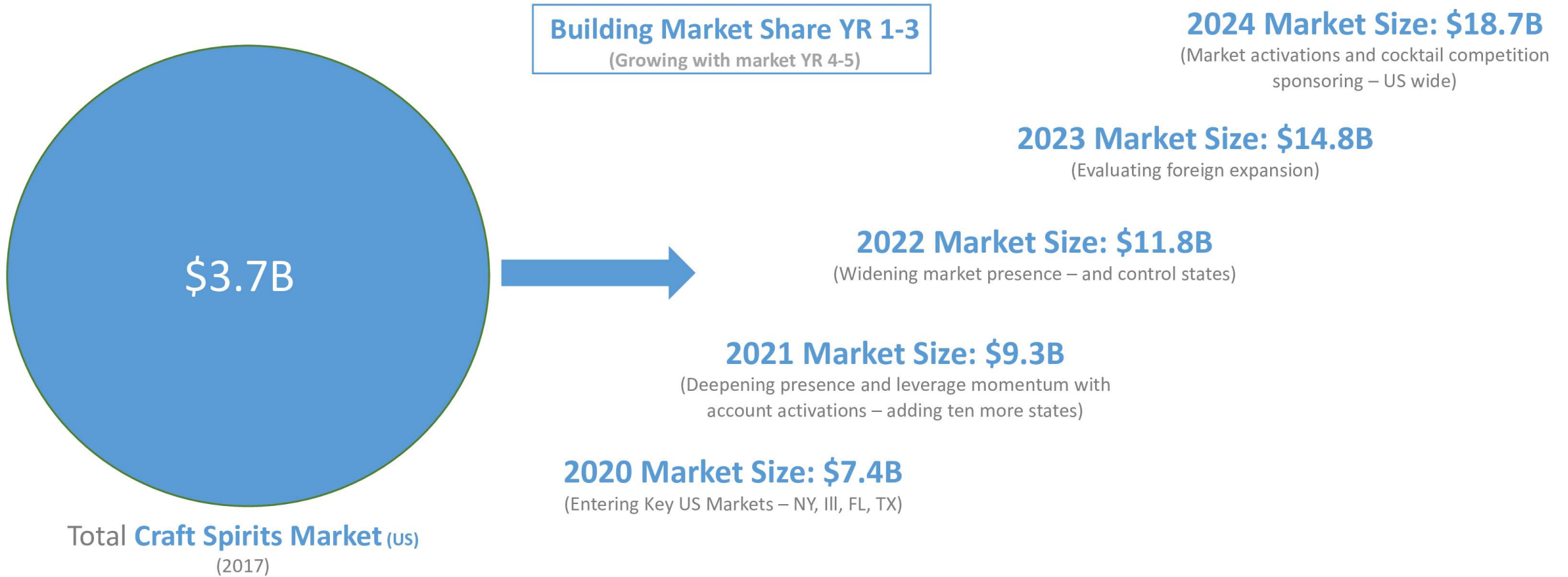
Growing the CA Market Share



2018-2025 CAGR: 26%*



Growing the US Market Share



2018-2025 CAGR: 26%*