

PIT LIQUOR®

QUENCH YOUR STENCH

**Natural, effective whiskey
deodorant**

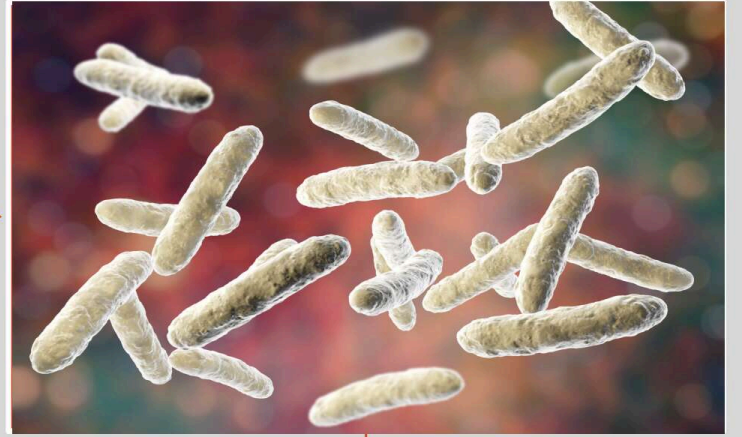
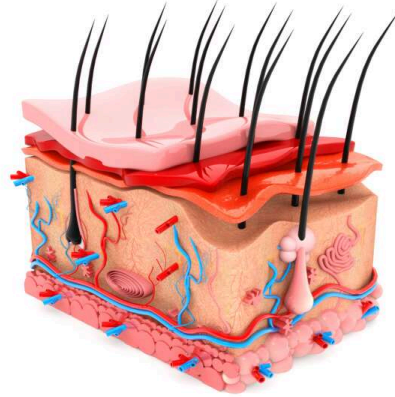
Erica Feucht, CEO

Distilled Bath & Body LLC

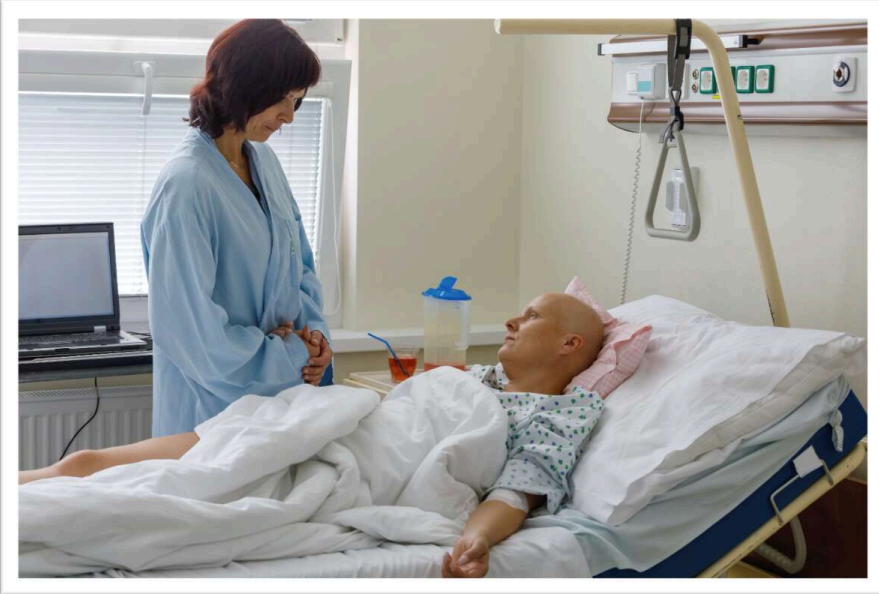


Why Do Our Pits Stink?

PUBERTY



THE DEODORANT CONUNDRUM



**PATENT
PENDING**



**100%
Natural**

**Conscious
Product**

**86% Profit
Margin**

Why Does It Work?

**70%
Alc/vol
Liquor**

Arrowroot

**Sea
Salt**

**Organic
Teas &
Roots**

**Organic
Plants &
Spices**

**Organic
Essential
Oils**





It's a Stinkin' Huge Market

**US
Deodorant
Market 2018
\$66B
(Mintel)**

5% CAGR

**US Natural
Deodorant
Market 2018
\$6.4B
(Mintel)**

12% CAGR

**Pit Liquor:
Tripling
Annually**

Viral Marketing: You Know It, You Love to Share It

Squatty Potty



The best poop of

Sales grew from \$17K to \$33M in 6 years (CNBC)

Dollar Shave Club



OUR
BLADES
ARE
F**KING
GREAT

Sold for \$1B
(Entrepreneur.com)



POO-POURRI®
BEFORE-YOU-GO TOILET SPRAY

Valued at over \$400M
(Inc.)

3x Growth

3 Years in a Row

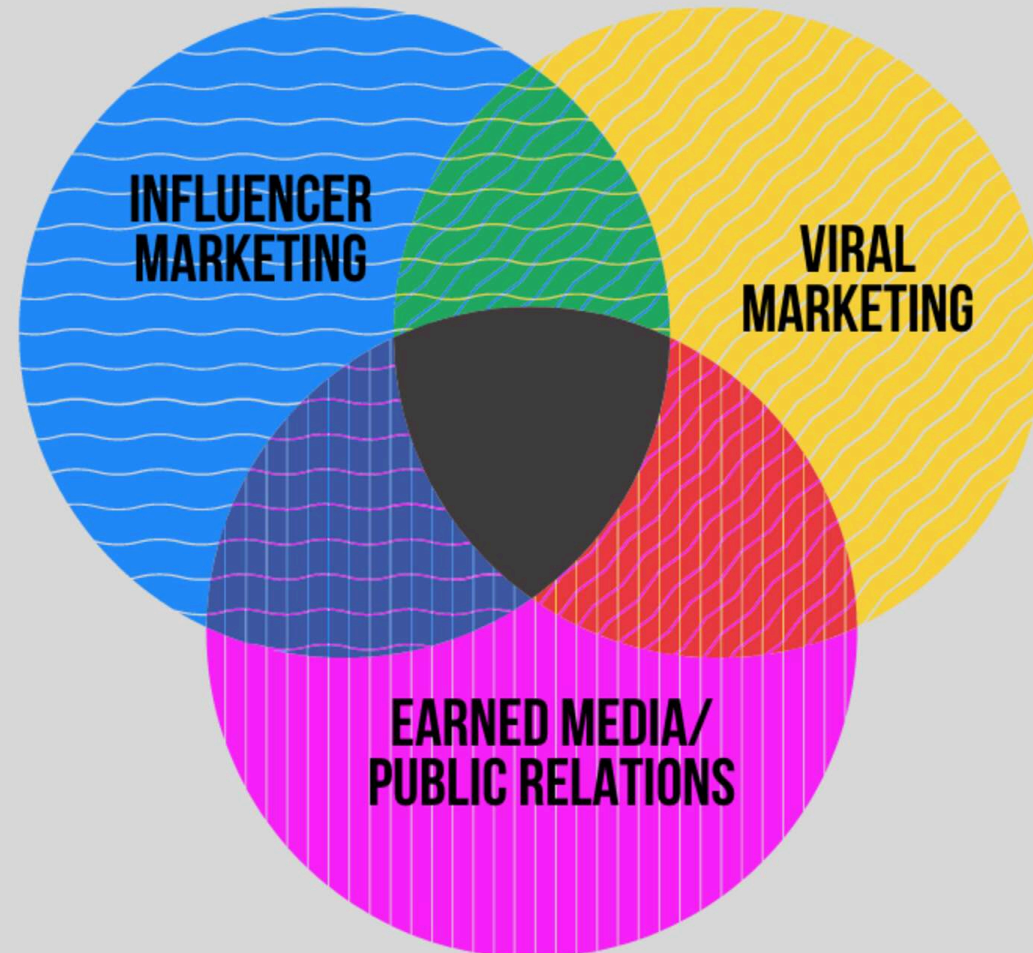
Despite a Global Pandemic

2021 Marketing Strategy: A Comprehensive Approach

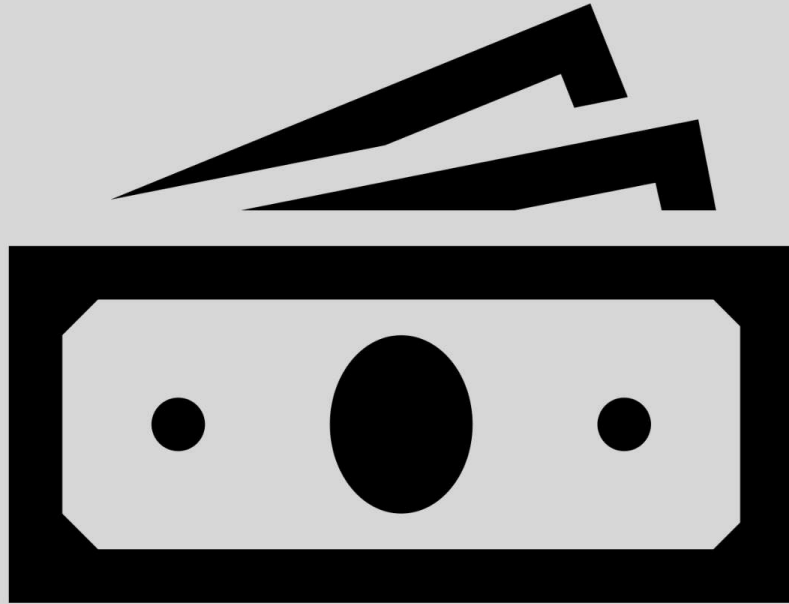
Viral Marketing
Tested, Working,
Expanding to Video

Earned Media
Strong visibility to date
with minimal spend.
Expand to national outlets.

Influencer Marketing
Related brands see
valuable ROI.
Explore and test in 2021.



Last Month: Raindrop Partnership Secured



\$100K = TOF Asset



Raindrop Marketing

Scaled Dr Squatch and others

Food-based Companies are Getting Acquired

\$100M P&G

NATIVE

\$100M Unilever

schmidt'sTM
NATURAL DEODORANT

DTC Online Natural Deodorant

- **560 mergers & acquisitions**

(Capstone Headwaters)

- **Avg 3-7 years to sale**

\$500M Unilever



TATCHA

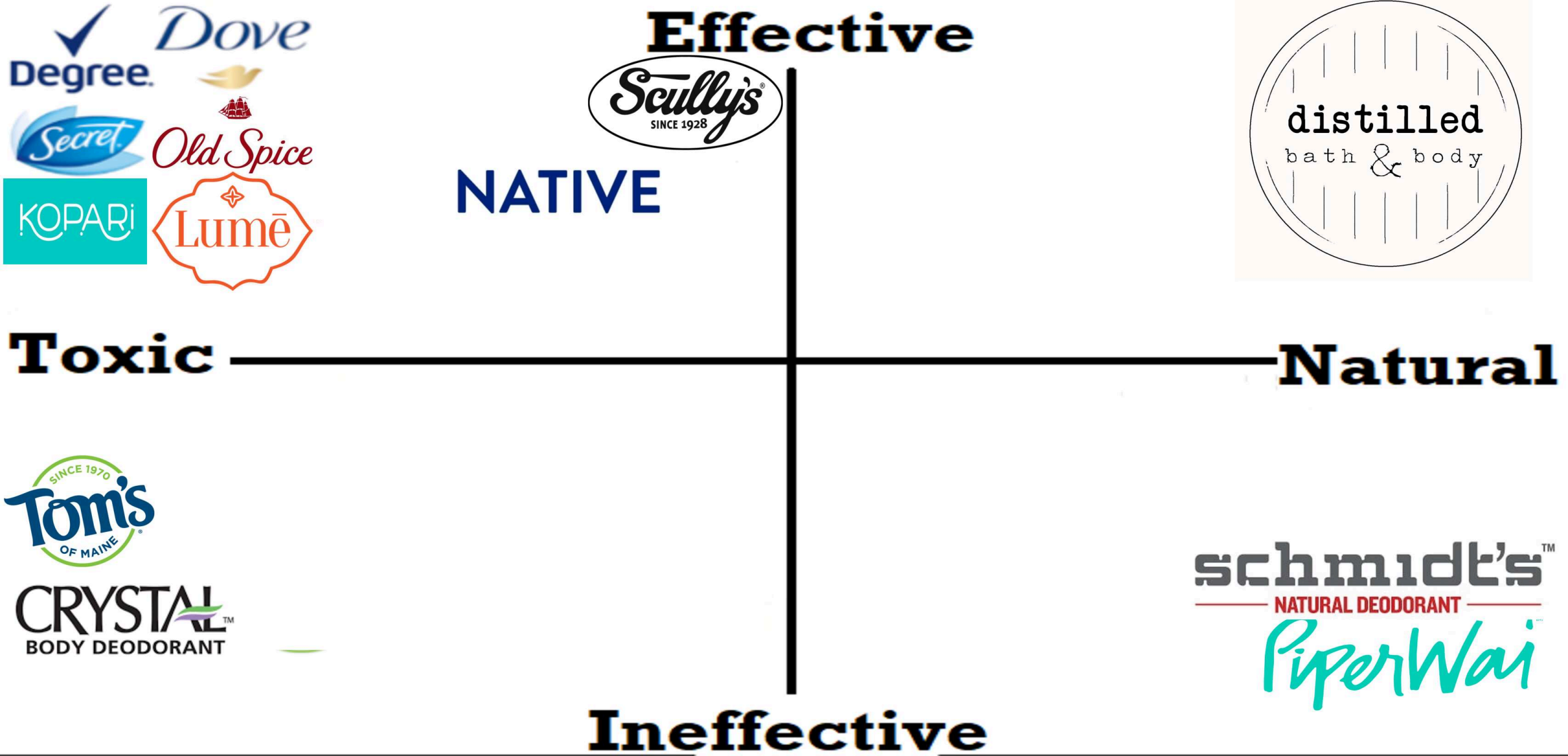
\$200M+ SC Johnson



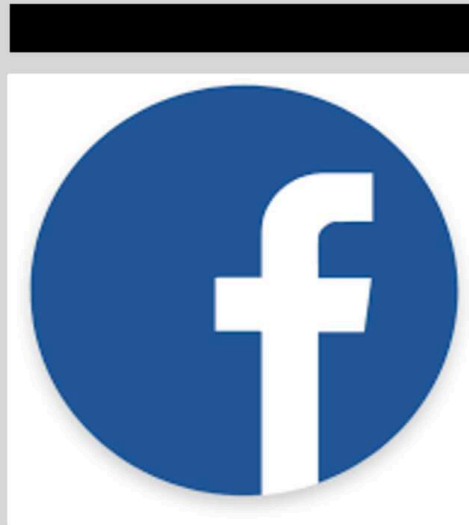
method.
CLEAN HAPPY

Natural Health/Beauty

The Stink League



Direct-to-Consumer Sales Channels



I'm genuinely impressed by this product. I started out with the Whiskey Lavender spray bottle. It takes care of the stink! My husband can attest. I'm ordering a refill!"

Wholesale Partners



Wholesale Pipeline



✓ These retailers initiated contact with us. All were retained through Covid-19.



Erica Feucht
CEO

Misty Huss
Future Director of
Sales & Operations



The Pit Crew: Now Hiring!



Erica Tardiff
Supply Chain Manager



Jason Feucht
COO, Product Developer



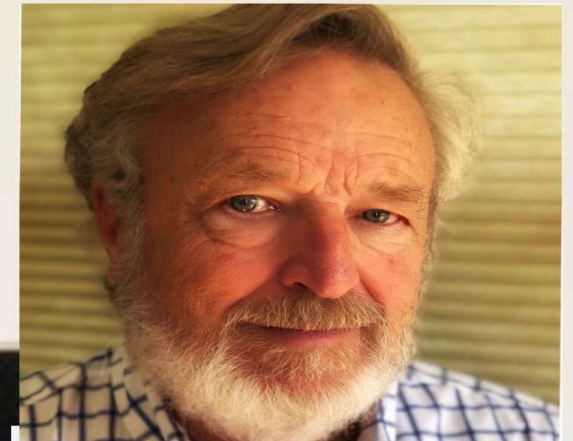
**Nancy
Richardson**
Otterbox, Blue Ocean

Jamba Dunn
**CEO: Rowdy
Mermaid**



Dick Barton

**C-Level Leadership
with Multiple Exits**



Advisors



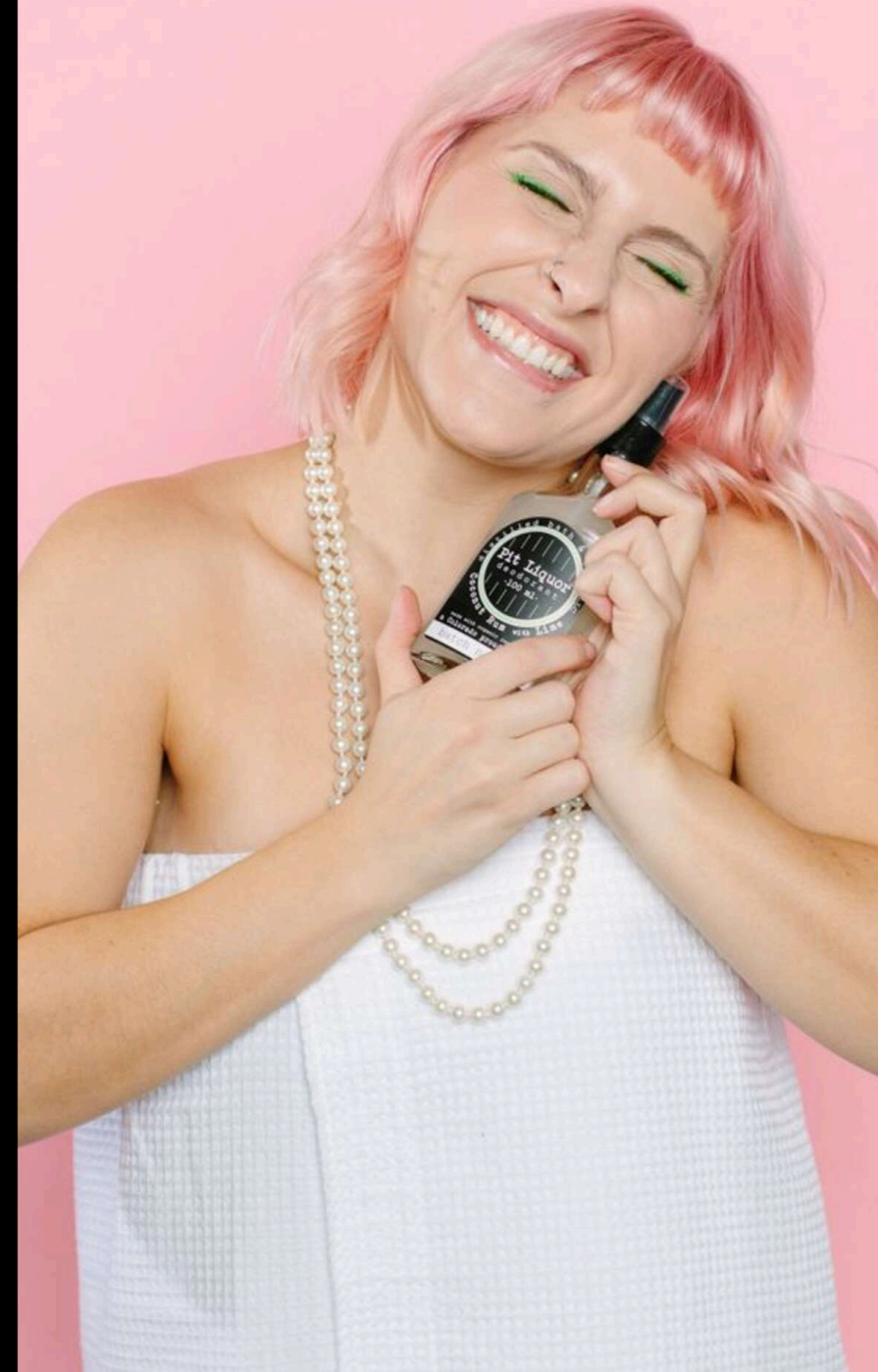
TrueSpace
**Gallup-research-based
firm helping CEOs
scale to middle market**

**Fabian
Geyrhaltr**
**Brand Expert: Acura,
Goodwill, Honeywell,
Warner Bros, etc.**





Quench
your
stench



Appendix



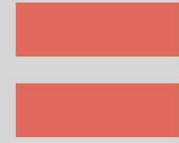


**Traditional
Deodorant**

Fragrance



Toxic
Slurry



**Cancer
but no
stink!**

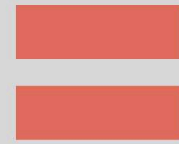


**Natural
Deodorant**

Essential
Oils



Baking
Soda



**Rashes
&
Stank**

Viral Marketing: You Know It, You Love to Share It



Erica Feucht
CEO, Owner

Dakota Pederson
Director of Operations



The Pit Crew
Go ahead, smell our pits!



Gillian Herrle
Social Media
Manager

Jason Feucht
CTO, Product
Developer, Owner



“The latest crop of new [health and beauty] brands are taking a different approach to developing their businesses. They are focusing much more on selling direct-to-consumer and less on selling in retail stores. Although they haven’t eliminated traditional retail completely, they are doing it more strategically either to build awareness or to generate revenue to get to scale faster.”

-Forbes

TRADITIONAL DEODORANT vs NATURAL DEODORANT



PIT LIQUOR: THE PITS AND BOLTS



- **Direct to consumer**
- **86% Profit Margin**
- **Innovation-based**
- **Thorough research**
- **2X ROAS on ads**
- **Customer-oriented**
- **Viral fan base**
- **[Sniff-test \(click\)](#)**
- **[FAQs \(click\)](#)**

