

# Strong + Completely Sustainable Deodorant Powered by Overproof Whiskey and Vodka

PITCH VIDEO INVESTOR PANEL



pitliquor.com Fort Collins CO [Social Icons] Retail Manufacturing Female Founder Beauty Lifestyle

OVERVIEW DETAILS UPDATES 38 WHAT PEOPLE SAY 284 ASK A QUESTION 56

## Highlights

- 1 \$1.2mm Revenue LY; 50% YOY Growth
- 2 Q4 77% YOY Growth
- 3 Category Growth 14+%
- 4 38,000+ Email Subscribers
- 5 Recently passed 1 million site visits
- 6 60,000 customers
- 7 1500 5-Star Reviews
- 8 Sustainable Model

## Our Team



**Erica L Feucht** CEO

Won TrueSpace award for Endurance among large cohort of CEOs. Erica led the company to recognition like BBB Spark Award and 2021 CCTW award while attaining strong growth YOY. Maintained supply chain stability thru 2020. Raised \$535K on WeFunder.

We're outside-the-box thinkers. "Conventional" isn't in our vocabulary. We are so over the BS of the industrial health & beauty industry. Pit Liquor is a revolution. For the planet, for the people, for tomorrow, we are fighting back. Booze is the best thing to ever happen to deodorant. Just ask an outdoorsman or a thespian or pirates from 1803.



**Jason Feucht** Head of Innovation

Formulated Pit Liquor, the most differentiated, effective, natural deodorant. Jason led the IT department at Automation X. Maintained financial and sales software and developed multi-million dollar integrations with multinational corporations.



Henry Mouton COO

Spearheaded operations, HR, and finance at Motherlove Herbal Company during exciting time of growth. Both PL & ML received CCTW awards during Henry's tenure. Scaled Rio Grande Mexican Restaurant from a single location to 8, across multiple states.

SEE MORE

## The Opportunity



Pit Liquor is an all-natural super-effective deodorant that happens to be powered by overproof spirits. If this is your first time hearing about us, here are the Cliff's Notes: four years ago as a mom-to-be, Erica Feucht set out to find an all-natural deodorant that would work well, and not harm her or her baby.

Cut to the chase, she couldn't find one - so her husband, Jason, who is a materials scientist, made one for her. Inspired by the bacteria-killing qualities in hand sanitizer, his formulation used overproof whiskey, a safer, more natural source of alcohol. For the scent component, he combined the spirits with essential oils and teas and Pit Liquor was born.

Since then we've built a business. And business is booming.

### PROBLEM PART 1:

Deodorant customers are stuck between a rock and a hard place.



Our Value Proposition is simple and born from two key problems that we solve in the category.

### PROBLEM PART 2:

Bacteria creates body odor, but natural deodorants don't effectively kill bacteria... they just mask the stench.





**OUR SOLUTION:**

Leverage the antibacterial properties of alcoholic spirits to create an organic deodorant that is remarkably effective.



The combination of ingredients has created a product that people love as much for its efficacy as its scents.

Our customers aren't just "all-natural" types. The brand pulls in people across the cultural spectrum because of our spirits-base, our name and because, yeah, the stuff works really well.

**OUR FORMULATIONS**

(P.S. It doesn't make you smell like booze.)



**COCONUT RUM WITH LIME**

Ingredients: Coconut Vodka, Rum, Lime Oil, Cestian Root, Sea Salt, Arrowroot



**WHISKEY LAVENDER**

Ingredients: Vodka, Whiskey, Dried Lavender, Lavender Essential Oil, Greek Mountain Tea, Sea Salt, Umeakalabo, Elderflower, Cestian Root, Sea Salt, Arrowroot



**WHISKEY VANILLA**

Ingredients: Vodka, Whiskey, Vanilla Essential Oil, Greek Mountain Tea, Sea Salt, Umeakalabo, Elderflower, Cestian Root, Sea Salt, Arrowroot



**WHISKEY BLACK PEPPER**

Ingredients: Vodka, Whiskey, Cloves, Black Peppercorns, Black Pepper Oil, Greek Mountain Tea, Sea Salt, Umeakalabo, Elderflower, Cestian Root, Sea Salt, Arrowroot



**WHISKEY PINEAPPLE**

Ingredients: Vodka, Whiskey, Pineapple Extract, Greek Mountain Tea, Sea Salt, Umeakalabo, Elderflower, Cestian Root, Sea Salt, Arrowroot



**WHISKEY CEDARWOOD**

Ingredients: Vodka, Whiskey, Cedarwood Essential Oil, Greek Mountain Tea, Sea Salt, Umeakalabo, Elderflower, Cestian Root, Sea Salt, Arrowroot

The whiskey and other spirits in Pit Liquor are there for bacteria-killing, not scent. Like hand sanitizer, the alcohol smell and liquid dissipates quickly. The added arrowroot and herbs provide stink-killing longevity, while the essential oils remain to do the "Ohhh you smell good" stuff.

Our core scented varieties are gender-neutral and each has its own legion of fans. Additionally, we offer two unscented variations for those who want to remain in stealth-mode.

## LIMITED EDITIONS

Additional Growth Engine



Beyond our core variants, we offer Limited Editions 8-10 times a year. Limiteds are an important component of sales - they currently drive 30% of our business. We can typically double or triple our average daily sales with an email blast to our subscription list announcing new Limiteds or a “last call.” We are continuing to refine our strategy so that we can create even more scarcity and news around these products.



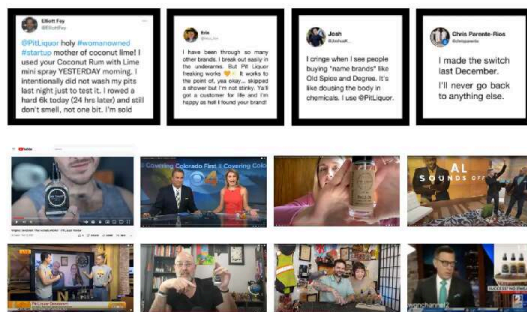
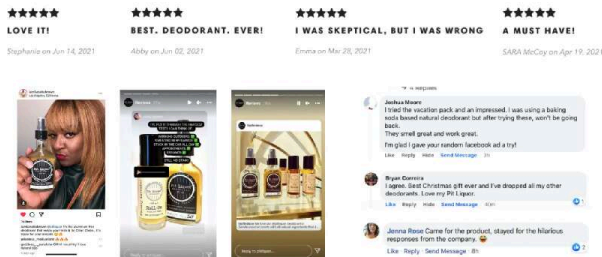
### UNDERLYING MAGIC

- ✓ Patent Pending
- ✓ Organic Ingredients
- ✓ Few Natural Spray Deodorants
- ✓ Regulated like Hand Sanitizer
- ✓ Environmentally Friendly
- ✓ Cruelty Free
- ✓ Vegan

Below the surface, there are key attributes that align with the modern marketplace.

## PEOPLE LOVE PIT LIQUOR

★★★★★ 1,500+ 5 STAR REVIEWS



It all adds up to a devoted, uncommonly passionate user base that grows each day. People don't just like Pit Liquor, they LOVE Pit Liquor. We maintain a VIP board on Facebook and have a specific VIP email and SMS list to remain connected.

# ACCELERATION FROM MARKET SHIFTS

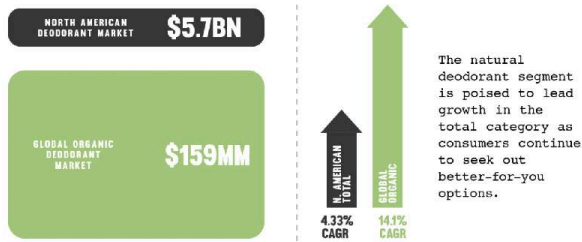


The deodorant category has been changing dramatically since COVID. As expected, category sales slowed with people staying at home, but growth is accelerating as things return to normal.

Consumers are becoming more discerning about their choices - P&G quietly announced a recall of Old Spice and Secret sprays because they contained Benzene, a carcinogenic compound. It was yet another catalyst for growing awareness of better-for-you products in the category.

Another trend in our favor - sales of stick deodorants in the U.S. are declining as innovation shifts towards sprays.

## INNOVATIVE POSITIONING IN FASTEST GROWING SEGMENT OF MASSIVE DEODORANT CATEGORY



Data Source: Research and Markets - Grand View Research

## OUR BUSINESS

Strong Growth and Strong Margins



\*2022 Revenue Forecast based off current run rate and seasonal buying patterns

Forward-looking projections cannot be guaranteed.

## PROFITABILITY BY PRODUCT

Top-selling 100ml Bottles

| PRODUCT (100 ML)     | MSRP | WHOLESALE | COGS | GROSS MARGIN (RETAIL) | GROSS MARGIN (WHOLESALE) |
|----------------------|------|-----------|------|-----------------------|--------------------------|
| COGNAC RUM WITH LIME | 24   | 10        | 4.16 | 82.67%                | 58.40%                   |
| WHISKEY BLACK PEPPER | 24   | 10        | 2.98 | 87.56%                | 70.20%                   |
| WHISKEY LAVENDER     | 24   | 10        | 3.05 | 87.29%                | 69.50%                   |
| WHISKEY VANILLA      | 24   | 10        | 3.11 | 87.04%                | 68.90%                   |
| WHISKEY CEDARWOOD    | 24   | 10        | 3.05 | 87.29%                | 69.50%                   |
|                      |      |           |      | 86.36%<br>AVG. MARGIN | 67.30%<br>AVG. MARGIN    |

We are well-positioned in the category and have generous margins to drive profit.

**POISED TO COMPETE AT THE HIGHEST LEVEL.**

Pit Liquor has been a successful 4-year experiment that has resulted in a viable proof of concept with clear product differentiation in the category.

There is a tremendous need for an effective natural deodorant, and the consumer intuitively understands how Alcohollic Spirits can provide greater efficacy which seems we don't need to "educate" the consumer like many of our competitors. Our key points of differentiation are crystal clear.

COVID-19 has done a lot of education for us because consumers were educated on more on the anti-bacterial properties of alcohol-based hand sanitizers.

With our new, disruptive and premium brand we will be poised to make a dent in the deodorant market.



What exactly is natural? A number of our competitors claim to be all-natural but include a laundry list of questionable ingredients. Many contain baking soda which in theory is natural, but in practice causes rashes in many users. Part of our job in marketing will be to continue to point out our unique and truly all-natural properties.

### E-COMMERCE KPIs

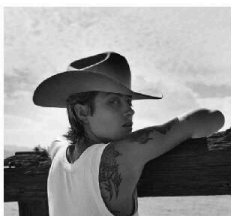
Healthy Digital Ecosystem with Room to Grow



Over the last six months, we've worked hard to create a more effective marketing mousetrap, adding SMS and other new sales channels, optimizing the site and shoring up the UX for our subscription program. And we're not done. We have a list of action items ready to go as resources grow.



Our marketing team has taken a sophisticated approach to positioning the brand for future growth. We are benchmarking ourselves against top CPG brands such as Dollar Shave Club and Liquid Death. We will have consistent and targeted brand messaging across all touchpoints to build affinity and enrich the customer experience. We are not only selling a killer product, but doing it in a way that will build loyalty and a cult following.



### BRAND PLATFORM

**VISION:**

Catalyze the movement to bring down the faux health & wellness industrial complex.

**MISSION:**

Prove toxic chemicals have no place on our bodies.

**POSITION:**



**POSITION:**  
We use overproof liquor to kill the bacteria that causes body odor.

**TENSION:**  
I use "better for you" solutions when they work. Unfortunately not many do.

**PIT LIQUOR KILLS BACTERIA LIKE AN ALL-NATURAL NUKE—  
WITH OVERPROOF SPIRITS AND GOOD 'OL AMERICAN GUMPTION.**

**WE HOLD UP THE ONE IN THE MIDDLE TO THE FAUX HEALTH & BEAUTY INDUSTRIAL COMPLEX.**

**OUR USERS ARE QUIET REVOLUTIONARIES—HIPPIES, HUNTERS, COWGIRLS AND CROSSFITTERS  
EACH VOTING WITH THEIR WALLETTS TO GET TOXIC CHEMICALS  
OUT OF THEIR BATHROOMS AND OFF THEIR BODIES.**

**NO BS. NO BS.**



### NOUN VENTURES - VISUAL IDENTITY REBRAND

Noun Ventures Strategy & Design Group is currently engaged on a complete brand + packaging overhaul. Relaunch late Spring 2022.



We are partnering with Noun Ventures to re-design all aspects of our visual identity including our core packaging. Noun's Founder, Neil Riddell, has created highly successful brands including Angel's Envy Bourbon which was acquired by Bacardi for \$150 million. As always, Neil's team will start with in-depth research to help uncover powerful consumer and brand truths that the team will use to inform creative output for years to come.



### WE'RE JUST BEGINNING

Armpits aren't the only parts of the body that Pit Liquor can address. It's effective used on the face as an aftershave, on the feet (or shoes) as an odor-killer, and on other areas down South.

We can elect to broaden Pit Liquor usage through consumer education or extend the line with sub-brands that have the same irreverent naming as "Pit Liquor." Imagine the thumb-stopping power of "Foot Liquor" or "Butt Liquor."

We chose WeFunder because we didn't want to go the VC route. We feel this next step of growth should be shared with customers and smaller investors who share our vision. In short, we believe in democratizing investment.

We invite you to join us on this journey and participate in the final public offering of equity in Pit Liquor. We are raising our final round at a \$7.5M valuation and an early bird discount valuation of \$7M.

Our growth timeline remains aggressive but we are pivoting to a more self-sustaining model to eliminate unnecessary risk and eliminate our debt burden. Our favorable margins allow for profitable scaling, and with the addition of this WeFunder investment, the transition will make the company stronger for the long haul. With our last raise, Pit Liquor grew revenue by 50%.

## Our Final Raise

### THIS IS OUR FINAL RAISE

Our Growth Strategy is focused on  
Optimizing Digital Growth and Expanding to Retail.



#### DIGITAL GROWTH

Fuel the fire of EDC growth with largest media budget for Facebook/Instagram, Amazon, and proprietary database.



#### BRICK & MORTAR

Establish wholesale presence in alt. channels (i.e. Spas, Gyms, Hotels) and kickstart growth in US grocery by starting local.

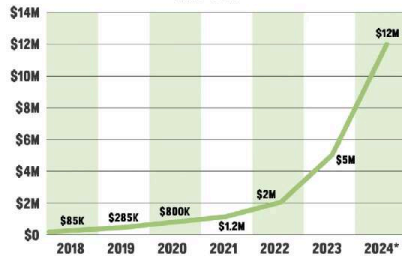


#### SUBSCRIPTION

Generate streamlined digital funnel to drive subscriptions in effort to increase AOV, improve forecastable recurring revenue.

### FINANCIAL FORECAST

2021-2024\*



\*2022 Revenue Forecast based off current rate and seasonal buying patterns

*Forward-looking projections cannot be guaranteed.*

Our next stage of growth will come from focusing in several ways:

- 1) We will continue to fund paid media but given the rising CPM's on Facebook and Google, we will increasingly leverage owned channels including subscriptions, SMS, and email lists - all of which grew significantly last year.
- 2) We will focus on 2-3 consumer segments and serve them consistently. Whether it's yoga patrons or CrossFitters, we intend to fully immerse ourselves within their communities to understand their needs and speak their language. We will do product sampling events and take their feedback forward into innovation and messaging.
- 3) We will begin pushing further into wholesale. For a product such as ours, TRYING is believing. Seeing it on the shelf, holding it, & sampling it are proven ways to convert. We are going to put some muscle into getting bottles in hands, especially in Colorado, and model our learnings in new markets. In conjunction with sampling efforts we will localize our paid marketing efforts to feel BIG in key markets with the goal of influencing more retailers to take us on and ensure the success of current partners.

## A look-forward



## PRECEDENT TRANSACTIONS

Personal Care is Red Hot, with a Large Number of Potential Buyers.

| DATE       | ACQUIRER | TARGET    | DEAL   |
|------------|----------|-----------|--------|
| 07/14/2017 | BOWERY   | method    | \$200M |
| 11/15/2017 | P&G      | NATIVE    | \$100M |
| 12/14/2017 | Unilever | schmidt's | \$100M |
| 06/10/2019 | Unilever | TATCHA    | \$500M |
| 12/13/2021 | HARRY'S  | Orbitz    | \$150M |

## MOMENTUM

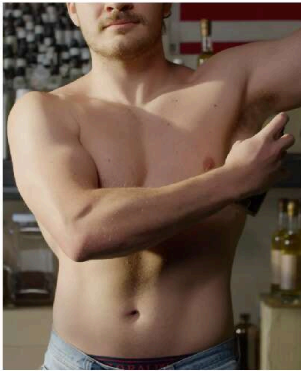
### IN THE PAST 3 MONTHS WE ACHIEVED:

HIGHEST REVENUE DAY EVER - \$16,374

HIGHEST REVENUE WEEK EVER - \$46,462

HIGHEST REVENUE MONTH EVER - \$134,232 (94% INCREASE VS PRIOR)

RAISED PRICING ACROSS OUR ENTIRE PRODUCT LINE WITH NO PUSHBACK



### THE PROOF IS IN THE PITS

- ✓ 86% gross profit margin
- ✓ 2.5x YOY average sales increase
- ✓ Patent Protection + Trademarks
- ✓ Woman-led, Well-rounded Team
- ✓ Differentiation in Fast Growing Category
- ✓ 99%/1% Ecommerce to Retail mix
- ✓ Simple, Clear Plan for Growth

We have the product and vision, and soon we'll have the branding, packaging, and wholesale relationships we need to become a household brand. Our recent momentum shows we are just getting started.

Thanks for tuning in. We hope you will join us in this next phase of growth. Click "Watch for Updates" in the bar to the right to stay in the know.

