



# Dented Brick Distillery

Built for Acquisition

## Examples of Recent Acquisition

<u>Company</u>	<u>Acquired by</u>	<u>Date</u>	<u>\$Value</u>
Castle Brands	Pernod Ricard	8/28/2019	\$223M
Black Velvet	Heaven Hill	8/12/2019	\$226M
Dogfish Head	Boston Beer	5/9/2019	\$300M
High West	Constellation	10/5/2016	\$166M

**THE TIMING IS PERFECT FOR DENTED BRICK TO  
WIN BIG IN TODAY'S CRAFT SPIRITS MARKET**

# The Path to Growth for Major Suppliers is through Acquisition

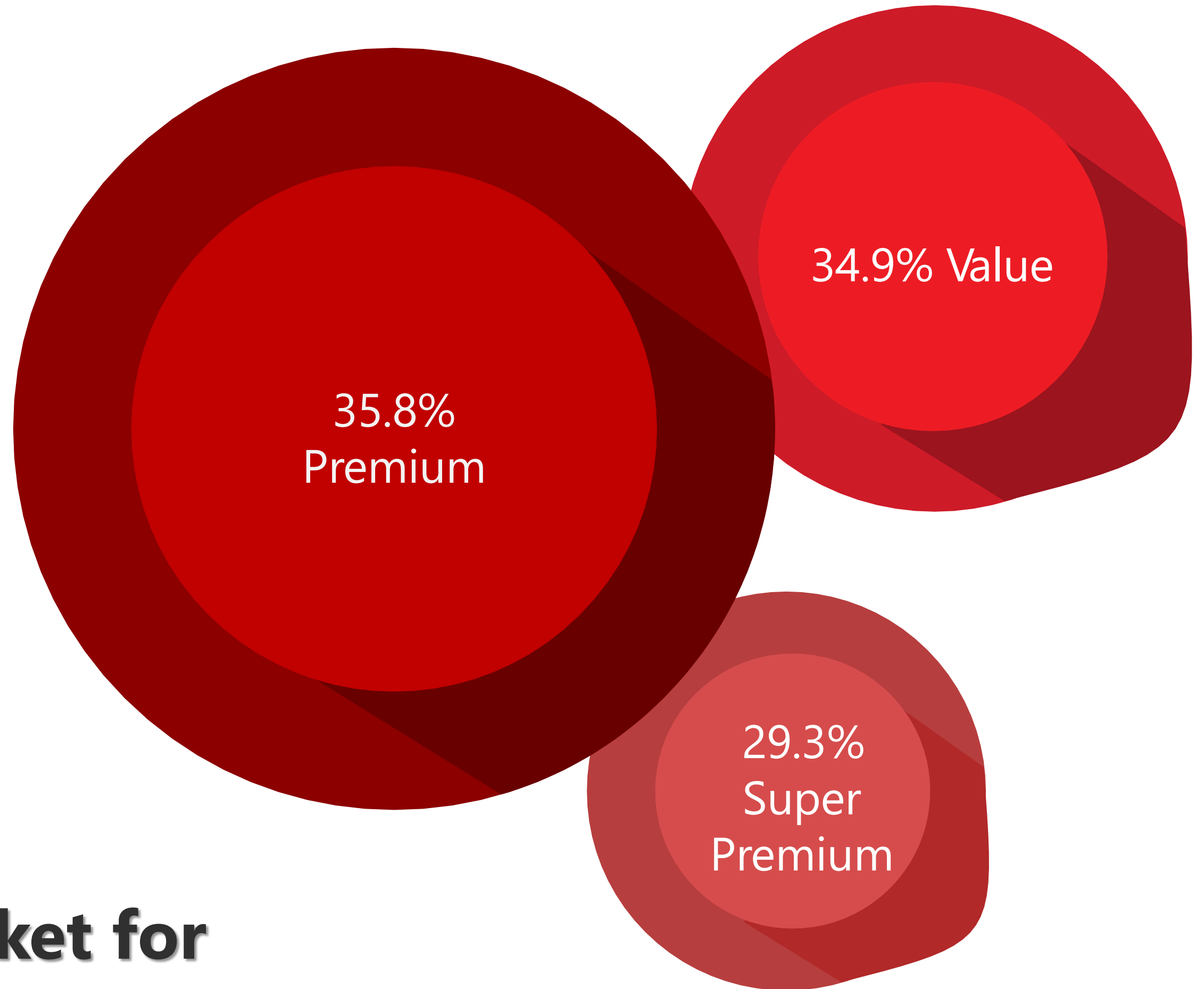


## Pathway to Future Growth for Major Suppliers: Investments in Entrepreneurial Brands

Supplier	2015	2016	2017	2018
<b>Diageo</b>	<ul style="list-style-type: none"> <li>• United Spirits</li> <li>• Peligroso Tequila</li> </ul>		<ul style="list-style-type: none"> <li>• Casamigos</li> </ul>	<ul style="list-style-type: none"> <li>• Belsazar</li> </ul>
<b>Constellation Brands</b>	<ul style="list-style-type: none"> <li>• Casa Noble Tequila</li> </ul>	<ul style="list-style-type: none"> <li>• High West Distillery</li> <li>• Catoctin Creek Distillery</li> <li>• Nelson's Green Briary</li> </ul>	<ul style="list-style-type: none"> <li>• Schrader Cellars</li> <li>• The Prisoner Wine Company</li> </ul>	<ul style="list-style-type: none"> <li>• The Real McCoy</li> <li>• Copper &amp; Kings</li> </ul>
<b>Bacardi</b>	<ul style="list-style-type: none"> <li>• Angel's Envy</li> <li>• Banks Rum</li> <li>• Leblon Cachaca</li> </ul>		<ul style="list-style-type: none"> <li>• Illegal Mezcal</li> <li>• Teeling Irish Whiskey</li> </ul>	<ul style="list-style-type: none"> <li>• Patron Spirits</li> </ul>
<b>Pernod Ricard</b>	<ul style="list-style-type: none"> <li>• Tequila Avion</li> </ul>	<ul style="list-style-type: none"> <li>• Monkey 47</li> <li>• Smooth Ambler</li> <li>• Paddy Irish Whiskey</li> </ul>	<ul style="list-style-type: none"> <li>• Del Maguey Mezcal</li> </ul>	

# THE MARKET OPPORTUNITY

- \$9.14 Billion in Revenue for Value
- \$9.37 Billion in Premium Revenue
- \$7.67 Billion in Revenue for Super Premium



**\$26.2 Billion Market for Distilled Spirits**

*A RARE INVESTMENT OPPORTUNITY*

# **Eighth Consecutive Year of Market Share Gains**

**Supplier sales were up 4 percent, rising \$1 billion to a total of \$26.2 billion, while volumes rose 2.6 percent to 226 million cases, up 5.8 million cases from the prior year.**

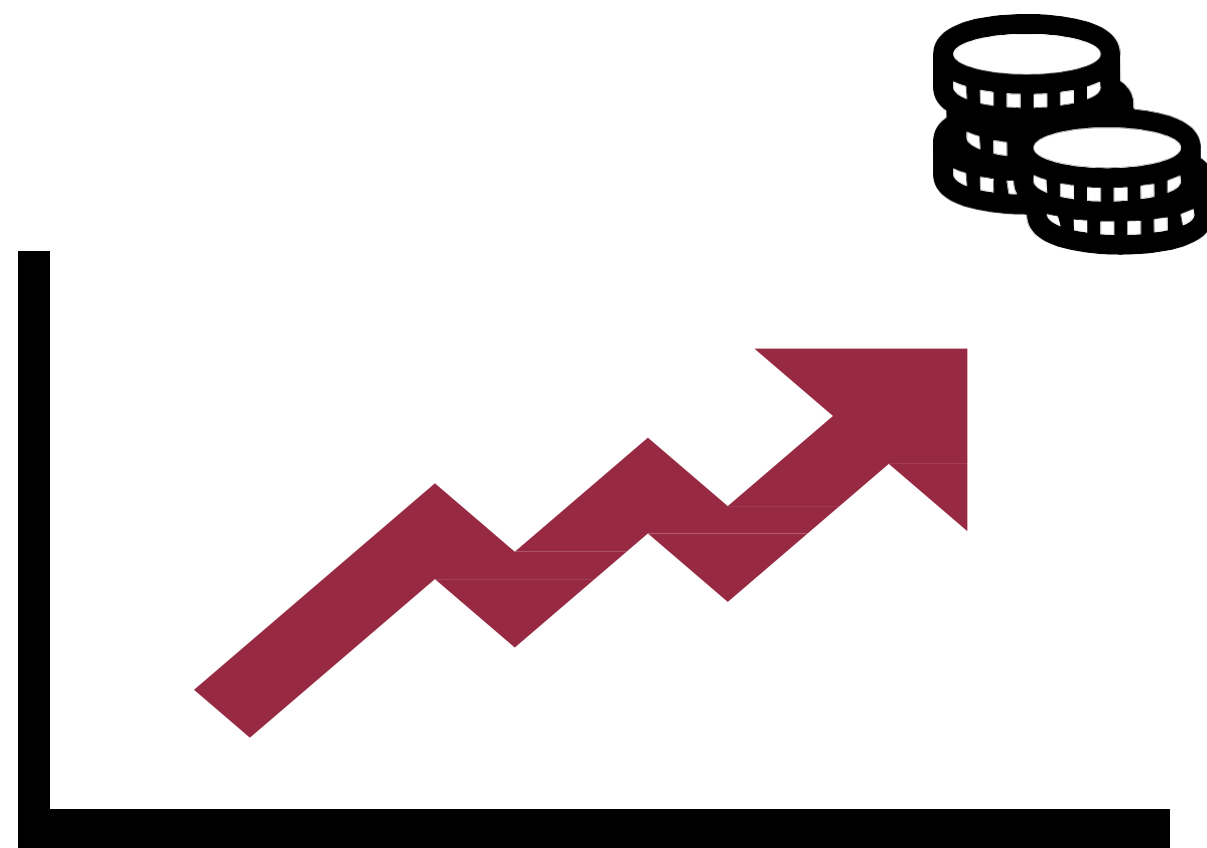


# **The Market Size for Craft Spirits**

- **The U.S. craft spirits market reached \$3.7 billion in sales, growing at an annual growth rate of 30.1%.**
- **The market share for U.S. craft spirits as a percent of all spirits reached 4.6% in 2017, up from 1.4% in 2012.**
- **Craft Distilled Spirit. The products of an independently-owned distillery with maximum annual sales of 100,000 proof gallons.**

# 4 Steps to be Acquired

1. **Build a Scalable Distilled Spirits Plant**
2. **Build an Award-Winning Product Line**
3. **Attract Multi-State Distribution**
4. **Grow Case Sales**



**8 Year Average Time from Inception to Acquisition**

# Step 1 : Build a Scalable Distilled Spirits Plant



- **New construction, not a repurposed building**
- **All new FF&E = minimum maintenance costs**
- **Built to Scale to 78K 9L cases**



# Step 2 : Build an Award Winning Product Line



**Multiple awards and ratings since 2016**

# Step 2 : Build an Award Winning Product Line

## Antelope Island Rum

- Gold Medal WSWA 2018
- Tasting Panel Magazine 92 points

## Great Basin Bristlecone Gin

- Double Gold Medal SIP Awards 2019
- Tasting Panel Magazine 94 Points

## Roofraiser Vodka

- Silver Medal WSWA 2018
- Tasting Panel Magazine 92 points

## Dented Brick Well Vodka

- Silver Medal San Francisco World Spirits Competition 2018
- Silver Medal Tastings.com

## Hugh Moon 100% Rye White Whiskey

- Double Gold Medal WSWA 2018
- Gold Medal San Francisco World Spirits Competition 2018

## Jan Stephenson Pineapple Flavored Rum

- Gold Medal SIP Awards 2019
- Tastings 94 Points

## Jan Stephenson Mango Flavored Rum

- Silver Medal WSWA 2018
- Tastings 91 Points

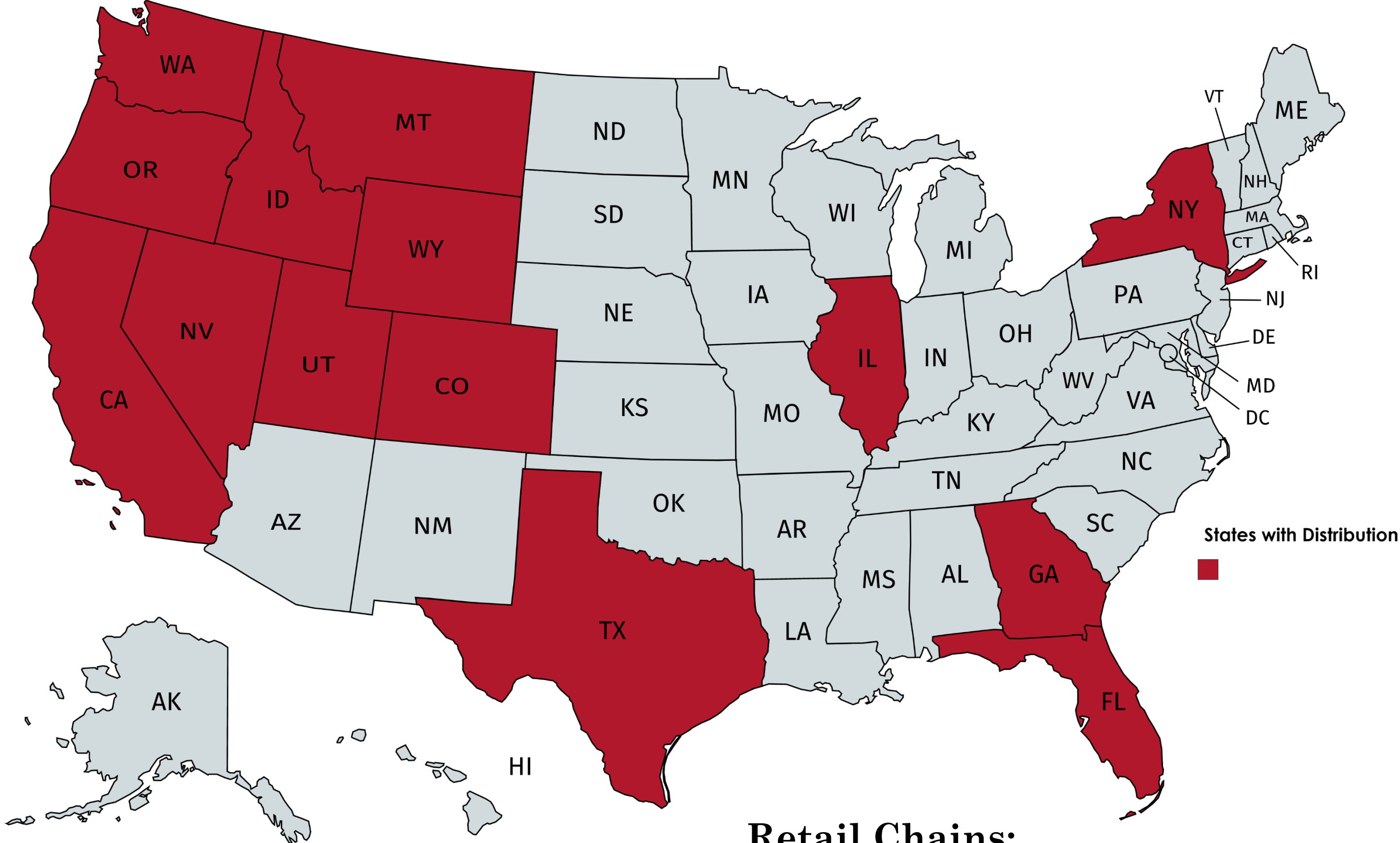
## Jan Stephenson Passion Fruit Flavored Rum

- Gold Medal Proof Awards 2019
- The Tasting Panel Magazine 91 Points

## Dented Brick Well Gin

- Silver Medal San Francisco World Spirits Competition 2018
- Best Buy Tastings.com

# Step 3 : Attract Multi-State Distribution



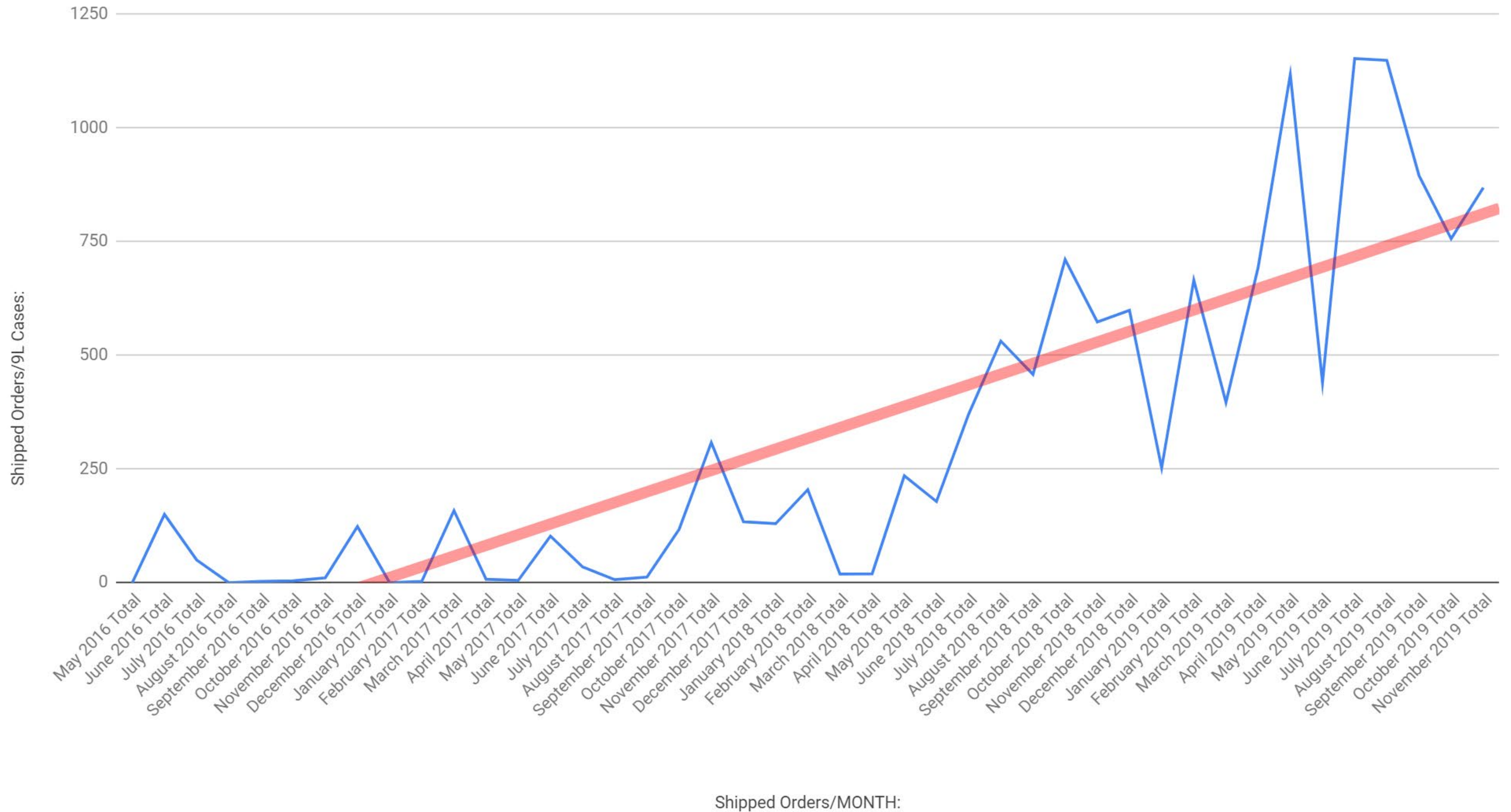
**Retail Chains:**  
Total Wine 20 Stores FL  
Total Wine 2 Stores CO  
Raley's Grocery CA 10 Stores  
Walmart 31 Stores April 2020

Created with mapchart.net ©



# Step 4 : Grow Case Sales

9L Case Sales



# Marketing and Sales Strategy

*Where can I enjoy some  
Antelope Island Rum?*

At the Dented Brick Distillery,  
3100 S Washington St.  
11-6 Tues-Saturday.  
Schedule a tour  
and tasting or stop in and buy a  
bottle.  
[Www.dentedbrick.com](http://www.dentedbrick.com)



Or at these fine  
locations:

Bar X  
Metro Bar  
Gracies  
Whiskey Street  
Bout Time WVC  
Sammy's Bistro  
Club 90

Be sure to ask for it at  
your favorite bar or  
restaurant.

Cheers!

© Barry Martak

# On-Premise Branding Strategy



On-premise our sales team incentivizes their accounts by offering utilitarian branded items, such as coasters and bar mats, free of charge. Sales are stimulated at the account and brand activation generates consumer purchases off-premise.

# Menu Placement Program



**The Menu Placement Program offers sales team bonuses for menu placements.**

# Off-Premise Branding Strategy



**Off-premise branding programs include discount coupons, shelf talkers, tastings, and branded display cases to encourage sales.**



# Direct to Consumer Branding



**RUM GOES WELL WITH CELEBRATIONS**

Happy 40th to the Utah Arts Fest. Let's celebrate!

Dented Brick Distillery is a 14,000 square foot distillery built in 2015. From the start, we've been passionate about crafting something absolutely original. We love showing off our space, schedule a tour with us at [dentedbrick.com](http://dentedbrick.com).

**CONTACT US**  
801-326-3913 | [info@dentedbrick.com](mailto:info@dentedbrick.com)

**DB** SALT LAKE UTAH  
**D** DENTED BRICK  
DISTILLERY

HANDCRAFT DISTILLING  
PREMIUM ORIGINAL RECIPE

*Single Batch*

**ANTELOPE ISLAND RUM**

750 ML ALC. 40% BY VOL.

FERMENTED, DISTILLED AND BOTTLED BY DENTED BRICK DISTILLERY

**Brand activation programming includes consumer tours and tastings at the distillery, special event sponsorships, and social media outreach.**



# Direct to Consumer Branding

## Whiskey Barrel Program

- Buy your own barrel for \$800
- Participate in the production of your whiskey or rum
- Taste your own barrel every few months
- When bottled, we will return your initial investment with 30% interest, \$1120, along with the empty barrel.
- You may then buy a few bottles, \$1120 worth of bottles, or the entire barrel, 200 bottles.



**Our barrel program is designed to generate revenue, fund our whiskey program, and create brand ambassadors.**

# Direct to Consumer Branding

## Dented Brick Celebrity Owner Jan Stephenson

- 8 Worldwide Major Championships
- 3 US LPGA Tour Major Championships
- 16 US LPGA Tour Wins
- Member of the World Golf Hall of Fame

She'll entertain key accounts on the course!



# Direct to Consumer Branding

## Celebrity Jan Stephenson Off Premise Appearances



# Direct to Consumer Branding



## Jan's Pro-Am



- **Pro-Am Golf Tournament Sponsored by Dented Brick**
- **Tournaments scheduled for each state with distribution**
  - **Reps, distributors, and customers invited to play**
  - **Each group will play with at least one pro**

# Team DBD



Marc Christensen – Managing Member

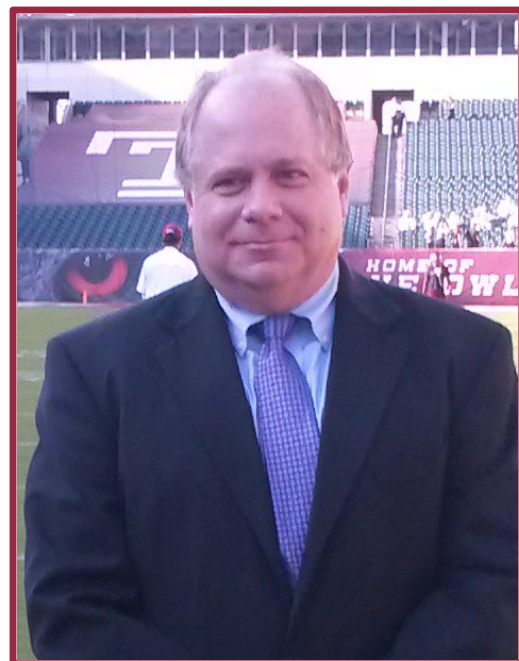
- Founder and CEO of Dented Brick Distillery
- OTW Safety Founder and Former CEO



Steve Stanko – COO

- Department of Defense, Senior Business Development and Operations Strategist
- Department of Energy, Intercontinental Ballistic Missile (ICBM) Fuze and Guidance Systems
- Former Navy Commander with over 20 years of active duty experience.

# Team DBD



## Kevin Collins – Eastern Sales Manager

- American Freedom Distillery, National Sales Manager
- Kozuba & Sons Distillery, National Sales Manager
- J. Lohr Winery, North/West Florida Manager



## Joseph Torres – Western Sales Manager

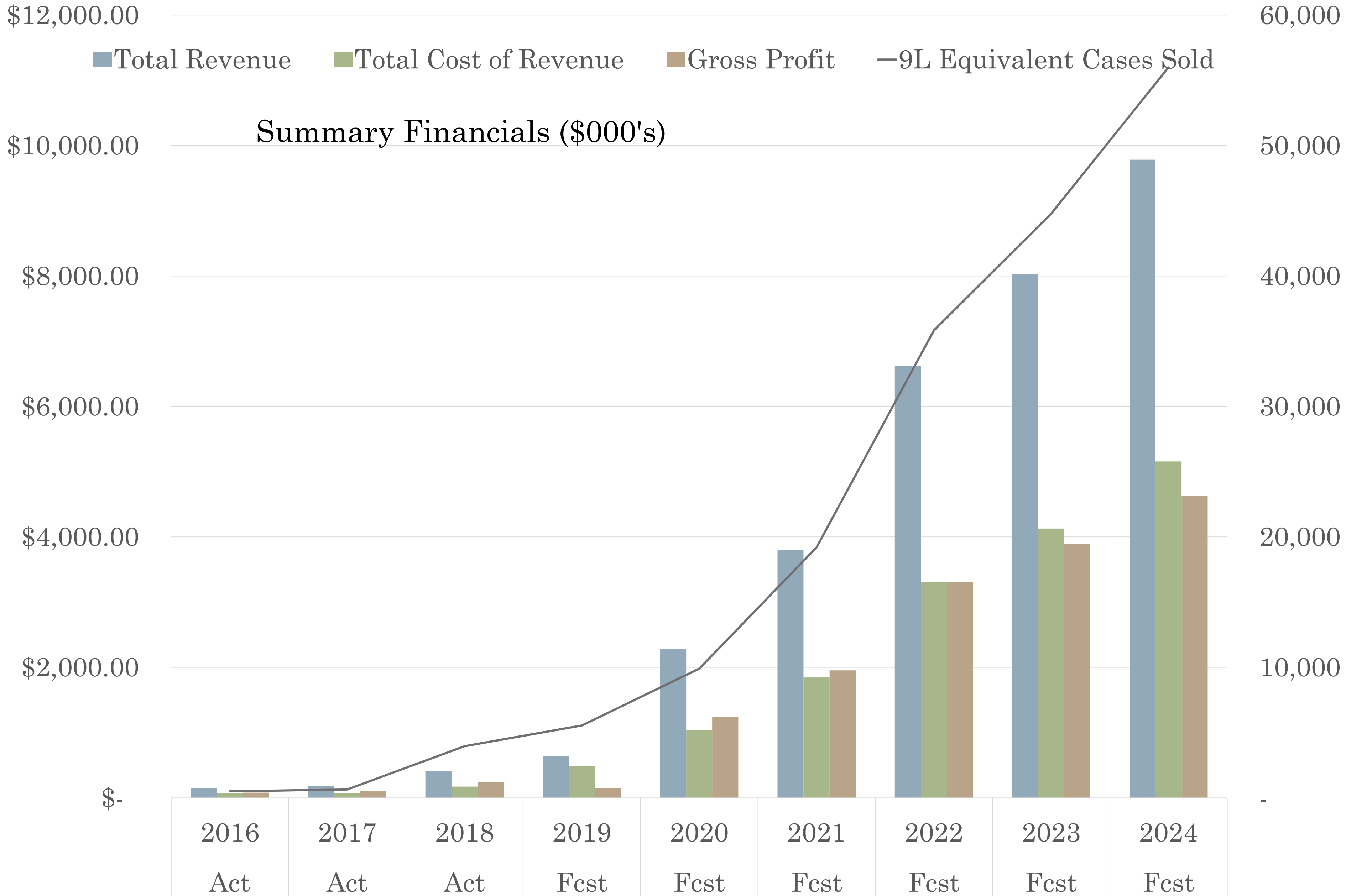
- Chatham Imports, California State Manager
- Southern Wine & Spirits, District Manager New York



## Brett Luchesi – Lead Distiller

- Blinking Owl Distillery, Lead Distiller
- Ascendant Spirits, Head Distiller
- Ballast Point Brewing, Lead Distiller

# Summary Financials





# Dented Brick Projected Valuation

Cases Sold	10772	19899	36876	46095	53009
High West Multiple on Cases Sold	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Potential Valuation on Exit	\$ 26,930,000.00	\$ 49,747,500.00	\$ 92,190,000.00	\$ 115,237,500.00	\$ 132,522,500.00
Cases Sold	10772	19899	36876	46095	53009
1/2 High West Multiple on Cases Sold	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00
Potential Valuation on Exit	\$ 13,465,000.00	\$ 24,873,750.00	\$ 46,095,000.00	\$ 57,618,750.00	\$ 66,261,250.00
*High West exit: \$166M with 66K annual cases sold = \$2515 per case.					

# The Ask



✓ **\$3 Million**

✓ **Convertible Debt or 3 -5  
Tranches Equity**

✓ **\$50,000 Buys  
Approximately 1%**



# Use of funds / Vision

We're building Dented Brick with the goal of acquisition, which, as illustrated in this pitch, similar Craft distilleries have done at case sales levels of 40 to 60 thousand cases. Fortunately, our facility can nearly support this volume. We need additional financing in order to place inventory on the floor, add additional labor, and purchase some equipment. This capital raise will support growth to 23k in case sales in 2021, and 39k in 2022.



# CONTACT



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**Managing Member**  
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-  <https://www.dentedbrick.com>

***A RARE INVESTMENT OPPORTUNITY***