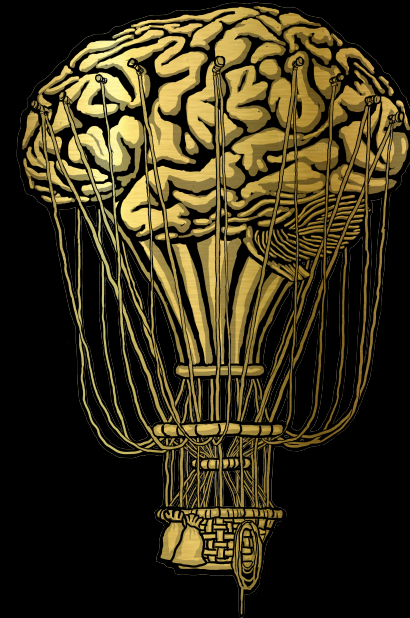


ABSINTHE MINDED™

ABSINTHE MINDED™

100% NATURAL HERBINFUSED
ALCOHOL BEVERAGE



Arizona's Premier Absinthe Brand
Est. 2017, Phoenix, AZ

100% NATURAL HERBINFUSED ALCOHOL
BEVERAGE



1. HISTORICAL OVERVIEW
2. STRATEGIC PARTNERS
3. BUSINESS MODEL
4. DISCUSSION OF WHY WE ARE FOCUSING ON ABSINTHE
5. COMPETITOR ANALYSIS
6. FINANCIAL SUMMARIES
7. MILESTONES
8. TASTING AND Q & A SESSION

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KANWAR SINGH

CHIEF EXECUTIVE OFFICER

Over 25 years of corporate national and international experience with Fortune 500 companies, startups, and early stage companies.

♥ **ABSINTHE!**



RANDAL D. ORDOVICH CLARKSON,
MD

EXEC. DIR. OF SALES, MARKETING,
FINANCE

Academic background in Biology and Medicine with 5 years of experience in brand development and marketing. Absinthe enthusiast, recipe developer, and distiller.

♥ **ABSINTHE!**

OUR TEAM



JUSTIN SLUSHER

EXEC. DIR. OF OPERATIONS & PRODUCTION

Over 10 years of experience managing and operating online business. Absinthe enthusiast, recipe developer, and distiller.



♥ **ABSINTHE!**



♥ **ABSINTHE!**

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WHAT IS ABSINTHE?



Distilled, highly alcoholic beverage
between 45-74% ABV

Flavor Profile: sweet Anise flavor (similar to
liquorish), with complex herbal notes, and a
bitter undertone of Wormwood (*Artemisia
absinthium*)

Absinthe has a remarkably rich history...

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1792

Absinthe was created as a medical elixir by Dr. Pierre Ordinaire, a French doctor living in Couvet, Switzerland



1797

Père et Fils, the First absinthe distillery, est. in Couvet by Major Dubied, his son Marcellin, and son-in-law Henry-Louis Pernod



Mid 1800

Dr. Valentin Magnan studies Thujone from Wormwood and claims Thujone is responsible for neurotoxicity



1870+

Absinthe gains international popularity (notable drinkers include: Hemmingway, Oscar Wilde, James Joyce, Toulouse-Lautrec, Picasso, van Gogh, Oscar Wilde, Proust, Edgar Allan Poe, Lord Byron, Franklin Roosevelt, Frank Sinatra, etc.

THE TIMELINE...



1905

The Jean Lanfray murders provide tipping point for a full-ban on absinthe with a Swiss petition of 82K signatures

1912

U.S. bans absinthe after Netherlands and Switzerland. France bans absinthe in 1914

2007

Absinthe gains legal status in U.S. by efforts of Ted Breaux, creator of Lucid. FDA allows absinthe to contain <10mg/L of Thujone

1910

French were drinking 36 million liters annually (vs. 5 bil liters of wine annually)

2000

EU begins lifting ban of absinthe production

TODAY

Absinthe Revival Period with 30+ absinthe distillers in the U.S. plus numerous absinthe-serving establishments

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STRATEGIC PARTNERSHIPS

ALCOHOL & TOBACCO TAX & TRADE BUREAU (TTB)

- Federal government agency overseeing and issuing license to distribute
- Managing and overseeing tax liabilities

CERTIFICATE OF LABEL APPROVAL/ EXEMPTION (COLA)

- Federal agency approving formulation of product, labels, & solicitation

AZ DEPT. OF LIQUOR LICENCES & CONTROL

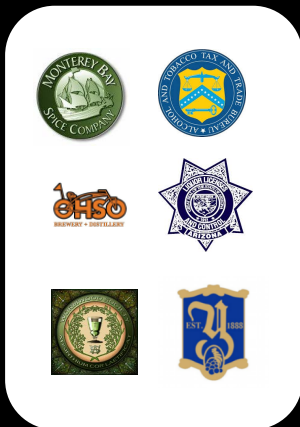
- Local government agency issuing license to distribute alcoholic products in Arizona territories
- Monitoring quality control and adherence to recipe

O.H.S.O. DISTILLERY

- Subcontractors to distill and bottle alcoholic products

CORSON DISTILLING SYSTEMS

- Manufacturers of distillation equipment & related items

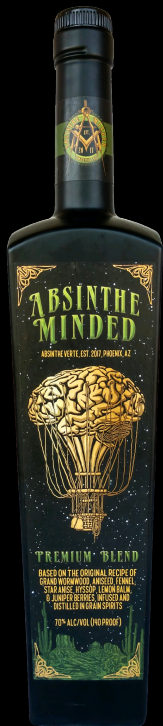


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OUR BUSINESS MODEL



Absinthe Minded™ will be Arizona's *Premier* producer of absinthe

Year 1: we will conduct business as licensed *Wholesalers* in U.S. territories

We will initially contract O.H.S.O. distillery to produce our product, after which we will be responsible for all marketing and sales as the independent brand-owners

Year 2: we will begin the process of establishing our own absinthe distillery in Phoenix

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WHY ABSINTHE?



DIVERSITY: We intend to diversify the distilled spirits market and make drinking a lot more interesting

BREAKING FROM TRADITION: The market is currently saturated with beer, wine, and traditional spirits such as whisky, vodka, & tequila. Absinthe is under-represented today.

EXPLORING NEW POSSIBILITIES: Since obtaining legal status in the U.S. very few distilleries are focused on the production of absinthe

EXPANDING THE MARKET: We will thrive by reaching out to all drinking-age consumers, particularly those with a desire for unique and exciting experiences.

- We will establish absinthe as a viable drink option marketed with an American flare

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COMPETITOR ANALYSIS



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COMPETITOR ANALYSIS



Competitors in the premium absinthe market:
Lucid, St. George, Pernod, Kubler, and La
Clandestine

How we will maintain our competitive edge:

- Robust and engaging marketing techniques
- Competitive price-point...

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COMPETITOR ANALYSIS



Category	Premium Brands	Cost/750mL	Mid-shelf Brands	Cost/ 750mL
Absinthe Minded	Premium Blend	\$58	Absinthe Minded No. 40	\$28
Absinthe	St. George's Absinthe	\$60	Absinthe Ordinaire	\$28
Pastis	N/A	N/A	Pernod & Ricard	\$29
Wine	Faust Cabernet Sauvignon 2015	\$59	Luca 2015 Old Vine Malbec	\$29
Whisky	Johnnie Walker Green Label 15 Year Blended Scotch	\$63	Bullet Bourbon	\$26
Vodka	Grey Goose VX	\$79	Absolute 100 Vodka	\$30
Gin	Monkey 47	\$50 for 350mL	Bombay Sapphire	\$27

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COMPETITOR ANALYSIS



What makes us superior:

- 100% natural herbs with no artificial color
- Formulation based off of the traditional recipe with unique variations
- Two varietals, including a 1st of it's kind 40% mid- shelf label

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MARKET ANALYSIS



CHOL
BEVERAGE

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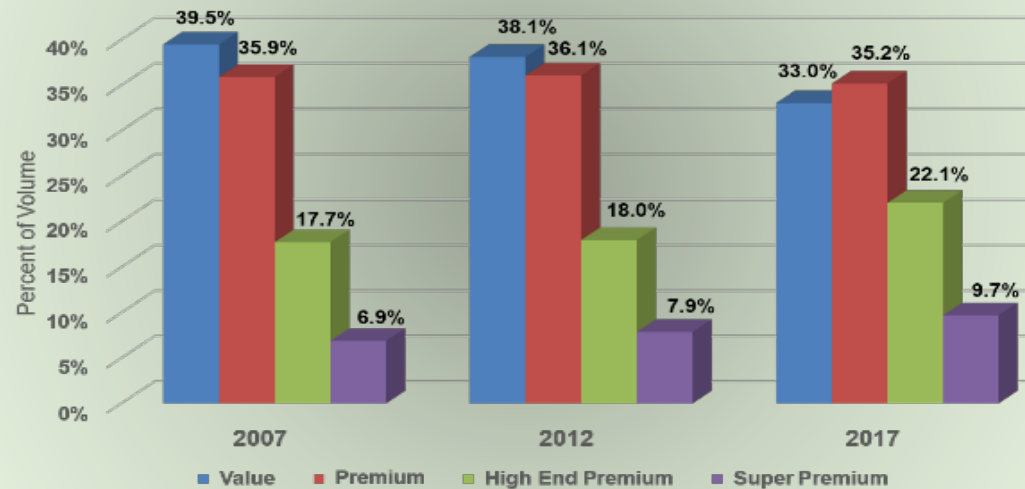
MARKET ANALYSIS



Premiumization Trend

\$2.4 Billion In Revenue Since 2007

Product Distribution by Price Tier



Source: Distilled Spirits Council Market Segmentation Database

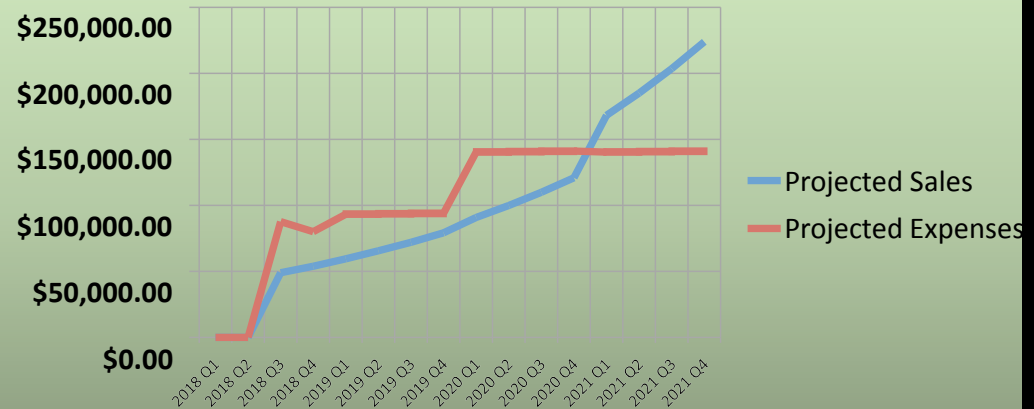
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PROJECTED FINANCIAL GOALS

Become profitable between YR-3 & YR-4 Expand to neighboring states
and US national market Investigate international marketplace



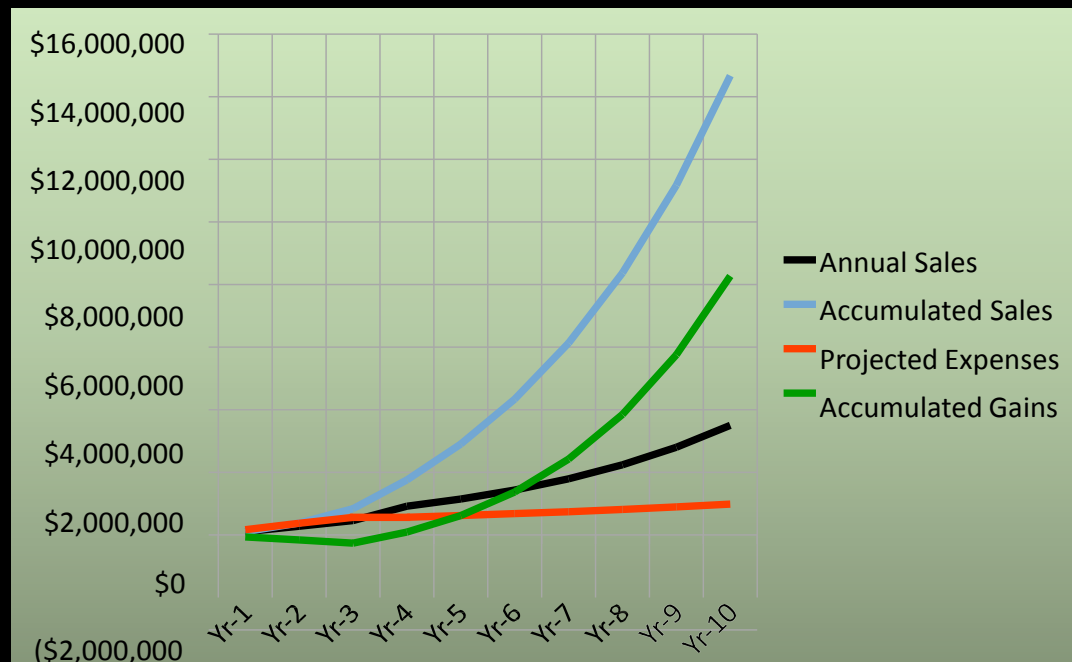
Details available through our business plan

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10 YEAR PROJECTION



Details available through our business plan

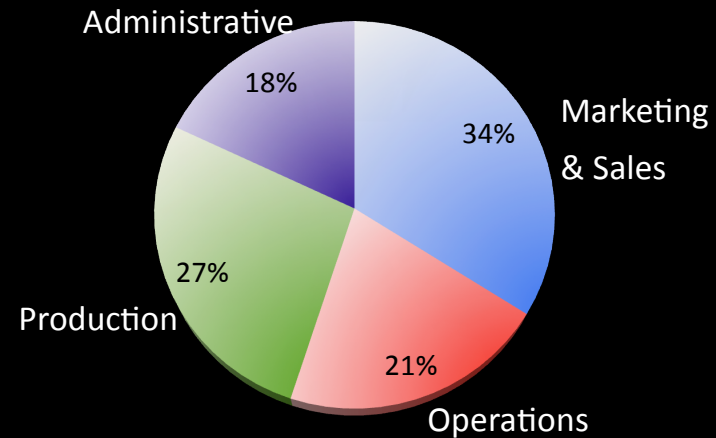
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USE OF FINANCES

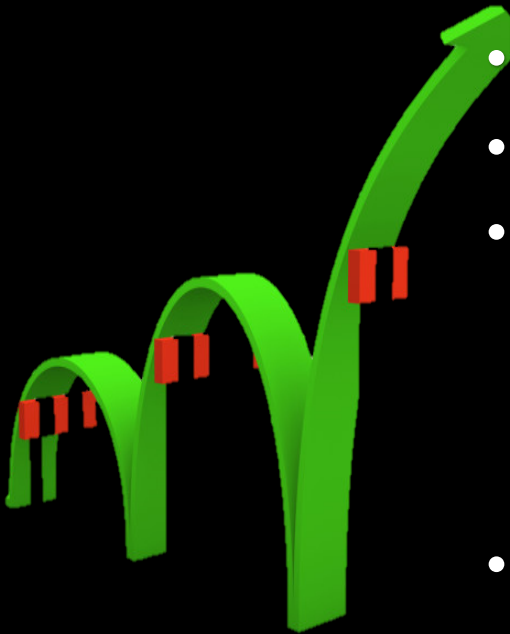
THE OPPROTUNITY

- **Total Raise:** \$500,000
- **Initial Invested:** \$75,000
- **Minimum investment:** \$50,000
- **Time-line:** 30-60 days



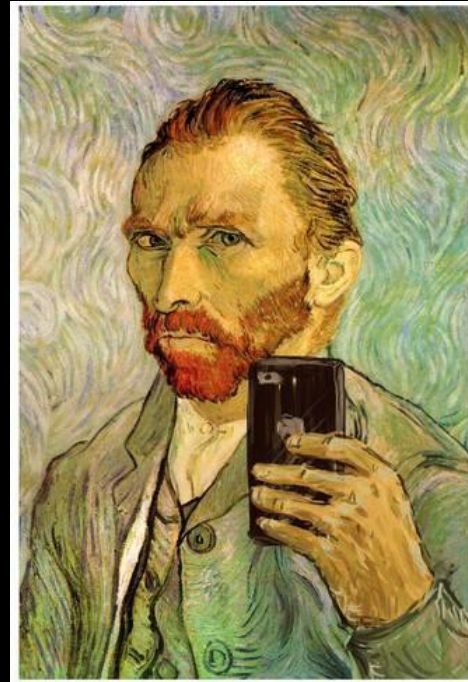


- July 2018: Secure Funding
- September 2018: Begin Production
- 2019: Establish Absinthe Minded™ Distillery
- 2020: Expand to Strategic Geographic Locations in Multiple States
 - Produce Branded Seesaw Dripper,
 - Branded Absinthe Spoon, & Value Added Packs
- End of 2021: Sales Target \$1 Million
- 2022: Explore National & Global Markets



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QUESTIONS



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CHEERS!
THANK YOU!

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