



# WISE OWL HOLDINGS, LLC

**ABOUT OWL'S BREW:** Owl's Brew is the first ever tea-based cocktail mixer. It is fresh-brewed in micro-batches and each of our three flavors is meant to pair with a wide range of spirits including beer and wine. Owl's Brew is available in four flavors, two sizes, and in a gift-pack.

**ABOUT BREW LAB TEA:** Brew Lab Tea is an artisanal tea company that specializes in custom blended beverage programs on-premise. *For additional details on the growth and strategy for Brew Lab Tea - please see full deck.*

## HIGHLIGHTS

### Growth Rate

- Q1 2015 over Q1 2014: 179%
- 2014: 733%

### Revenue/Projections

- Jan-Aug Revenue: 720k
- Projected 2015 revenue: 1.45MM
- Current run rate: \$1.5MM
- 2014 revenue: 502k

## Strategy/Goals

In year 2, our biggest priority for Owl's Brew is building brand loyalty and awareness. In markets where we are currently distributed in specialty & natural channels we are "doubling down" by pursuing distribution in liquor and on-premise channels. Additionally, we have invested in building a broker network, in demoing and sampling programs, and in off-shelf display programs. Growth in on-premise accounts is a key driver in brand familiarity, and we have been mandated at Loews Hotels & Thompson Hotels. Another key factor in growing brand awareness are confirmed partnerships with Diageo, The Famous Grouse, and with Woodford Reserve. Additionally, an Owl's Brew Book, "Wise Cocktails" will be published this October. At Brew Lab Tea, we are growing organically by focusing on fast casual accounts.

## CLIENTS/PIPELINE HIGHLIGHTS

### Specialty & Natural Retailers

#### Current Clients - Reorder Highlights 2015

- Williams - Sonoma (two new SKUs, over 300 doors)
- West Elm (three new SKUs, 50 stores)
- Crate & Barrel (reorder, 170 stores)
- The Fresh Market (adding additional SKU, over 130 doors)
- Marks & Spencer (UK) (adding additional SKU, over 200 doors)
- BevMo! (added one additional SKU, over 130 doors)
- Urban Outfitters (picked up new SKU for holiday 2015)

#### Recent & Upcoming Launches

- H.E.B (June 2015, 200 locations)
- Indigo Books (June 2015, 127 locations)
- Whole Foods Midwest Region (August 2015)
  - Currently available in Whole Foods markets in the Northeast, North Atlantic, Southern Pacific, Rocky Mountains, & PNW
- Wegmans (Fall 2015)
- Wakefern (September 2015)

### On-premise & Liquor Channel Highlights

#### Hotel/Foodservice Highlights

- Signed contract with Avendra
- Confirmed vendors for Sysco, US Foods, PFG/Vistar
- Mandated at all Loews Hotels
- Preferred Vendor for all Thompson/Joie De Vive hotels
- Currently poured at : The Standard Hotel, The Bowery Hotel, The Andaz Hotel, Ritz Carlton (FL location), among others

#### Liquor Highlights

- Launched at Total Wine & Spirits in over 100 locations
- Currently sold at over 137 BevMols
- Confirmed liquor distribution:
  - Southern Wine & Spirits (Nevada, CA)
  - Lucky 7 (PNW)
  - BBC Distribution (Midwest)

### Key Owl's Brew Partnerships

- Confirmed marketing partnership with Diageo
- Launched custom blend for The Famous Grouse, Fall 2015
- Building out co-pack programs with three different liquor partners

### Brew Lab Tea Accounts - highlights

- |                                |                             |
|--------------------------------|-----------------------------|
| • Dig Inn                      | • Claudette                 |
| • Fresh & Co.                  | • Quality Meats             |
| • Organic Avenue               | • The Edition Hotel NYC     |
| • Fourth Wall Restaurant Group | • The Clocktower Restaurant |
| • Blue Stone Lane              | • Upland Restaurant         |

**Pipeline:** Schnippers, Sushiro, Bustler, Quality Eats

## AWARDS + ACCOLADES

- Winner, 2015 Sofi, Best Cold Beverage
- Winner, BevNet's Best Of 2014, Tea Based Beverage
- Sofi Finalist, Outstanding New Product, 2014
- Top 11 Mixers in the United States
- Finalist, Nexty Award
- Gold Medal Winner, BevStar
- Featured on cover of BevNet's Generation Mix issue
- Featured in NY Times' Small Business section
- Book deal with Rodale Press, Wise Cocktails, pub date Oct. 2015