

A group of four friends are gathered around a table outdoors at night, toasting with drinks. The scene is lit with warm, ambient lighting, possibly from string lights. The friends are smiling and laughing, creating a joyful atmosphere. The woman on the left is wearing a white and black striped dress, while the man next to her is in a blue and red plaid shirt. The woman on the right is wearing a white and pink striped off-the-shoulder top, and the man next to her is wearing a blue and white striped shirt and glasses. They are all holding glasses with drinks and straws. The background shows a building and some foliage.

# RAISING SPIRITS, PBC

Premium Crafted Vodka, Handmade from Locally Grown Breadfruit in Latin America

*Raising spirits, together*

NON-CONFIDENTIAL COMPANY PRESENTATION



# RAISING SPIRITS

## MISSION STATEMENT



Raising a Glass. Raising the Experience. Raising Spirits. Raising Awareness.  
Creating an Unforgettable Drinking Experience Savoring the Distinctive  
Flavors of Latin America While Changing Lives!



# Raising Spirits Holding Company / Destilería La Zona

- Raising Spirits Holding Company is a Delaware B Corp Launched in 2022 to Focus on a “Triple Bottom Line”
  - People “Be Accountable”
  - Planet “Be Sustainable”
  - Profit “Reward Investors”
- Directed through the Company’s Honduras-Based “Sub,” Destilería La Zona, a Percentage of Profits from the Craft Spirit Revenue Supports Social Causes Including Feeding, Housing, and Educating Honduran Children with our Partner, Abundant Life Foundation, a 501(c)(3) Non-Profit



501c3

# Market Demand for Alcohol / Spirits Driven by Shifting Demographics in the U.S.

- Since 2000, the Latino Market Has Been the Largest Contributor to U.S. Population Increase, Accounting for 54% of the Growth
  - U.S. Latino Population Reached 62.5 Million in 2021 Accounting for 19% of the U.S. Population up from 13% in 2000, and will Represent 29% of the U.S. Population by 2050<sup>1</sup>
  - In Texas, More than 30 Million Residents are Latino, Constituting 40.2% of the State's Population and Expected to Make up a Majority in the Decades to Come<sup>2</sup>
- As a Result of the Growth Rate of Latin Americans in the U.S., Alcohol Beverage Companies are Increasingly Targeting the Demographic



1. Pew Research Center, 9/22  
2. U.S Census Bureau – 2020



# Case Study: Modelo Especial Surpasses Bud Light in Revenues in May of 2023 with 8.4% of U.S. Retail Sales

- Constellation Brands Licensed U.S. Rights to Modelo from Anheuser-Busch Inbev in 2013 (Not a Top-10 beer at the Acquisition Date)
- Modelo Became Highly Popular Among Hispanic People in the U.S., a Demographic Growing Both in Numbers and Purchasing Power<sup>3</sup>
  - In Constellation's 2019 Fiscal Year, 70% of Modelo's consumers were Hispanic
  - Since 2019, Constellation Broadened its Mass-Market Appeal, Wherein 45% of Modelo's Customer Base are now Non-Hispanic

3. Modelo Maker Profits from Bud Light's Decline, WSJ, June,, 2023





# U.S. Launch Strategy in the World's Largest Spirits Market (U.S.) in 2024

Expansion Along the U.S. Southern Border with High Concentrations of Latino's

Target Spirits / Vodka Drinkers in States with Large Latino Populations<sup>4</sup>

	CALIFORNIA	TEXAS	FLORIDA	ARIZONA
RANKING - TOTAL LATINO POPULATION	#1	#2	#3	#5
POPULATION – TOTAL (M)	39.0	30.0	22.2	7.1
LATINO (%)	40.3%	40.2%	27.1%	32.5%
LATINO POPULATION (M)	15.7	12.1	6.0	2.3



4. U.S Census Bureau - 2021





# La Zona Positioned to Meet Increased Demand for Craft Spirits Globally

La Zona – Occupying Unique Market Positioning, Appealing to Both Latin and Non-Latino Drinkers

## ➤ Robust Global Craft Vodka Industry Sales Revenues

- Global Vodka Sales Projected to Increase From \$47.8 Billion (Fiscal Year 2022) to \$58.0 Billion in 2025, a 21% Increase Driven by the Demand for Craft Spirits and Flavored Vodkas<sup>5</sup>

## ➤ Promising Revenue Growth Rates Expected in Latin American Countries Driven by Craft / Infused Vodkas

- Latin American Market is Projected to Follow Market Trends in the U.S. Where Craft Distillery Market Share has More than Doubled in the Past 5 Years and is Expected to Reach 12% of Industry Revenues by 2024<sup>5</sup>
- In 2022, Honduras and Costa Rica Generated \$75.6 Million and \$240.0 Million of Sales Revenues of Which \$10.1 Million and \$38.3 Million was Vodka Growing 4% Annually<sup>6</sup>

## ➤ Destilería La Zona Projected to Capture Market Share Given Product Differentiation From Competition

- Sourced in Latin America - Destilería La Zona, a True Reflection of the Region's Rich Terroir and 'Spirit'
- Premium Quality - Destilería La Zona Utilizes Traditional European Vodka Techniques in a Modern, Innovative Solar-Powered Distillery
- Novel Taste - Small Batch Infusions Highlighting Unique Latino Flavors Including Maracuýa (Passion Fruit), Piña (Pineapple), Taramind, Café (Coffee), and Cacao (Chocolate)

5. Consumer Goods & FMCG, Alcoholic Beverages, Statista, 2022

6. PASSPORT – Spirits in Honduras / Costa Rica, Euromonitor International, June 2022



# La Zona – Premium Craft Vodka Flavors Sourced from Latin America

CRAFT



Lass & Lions

Herb



Grey Goose 'Essences'

Lemongrass, / Basil  
Strawberry Watermelon,  
White Peach / Rosemary



Mutiny

Coffee, Roots,  
Smoked Hot Pepper



DESTILERÍA  
**LA ZONA**  
SANTA BÁRBARA \* HONDURAS

Cacao, Café, Maracuya  
(Passion Fruit), Piná  
(Pineapple), Tamarind

FLAVORS -

NOT AFFILIATED to a REGION

FLAVORS OF ORIGIN -

LATIN AMERICA



Kettle One

Citrus, Cucumber / Mint,  
Grapefruit / Rose, Peach / Orange



Belvedere

Blackberry / Lemongrass, Lemon  
/ Basil, **Mango**, Pear / Ginger



Absolute

Cilantro, Lime, **Passion Fruit**,  
**Mango**, Watermelon, Wild Berri



Smirnoff

Blueberry, Citrus, Cherry, Green Apple,  
Kissed Caramel, **Pineapple**, Raspberry,  
Strawberry, **Tamarind**, Vanilla,

MASS  
PRODUCED

LIMITED INFUSIONS

**Bold = Flavor Sourced / Common to Latin America**



# Destilería La Zona, A Socially Responsible Craft Vodka Producer

The Environment and Social Good Impacts Buying Decisions with Millennial and Gen Z Spirit Drinkers

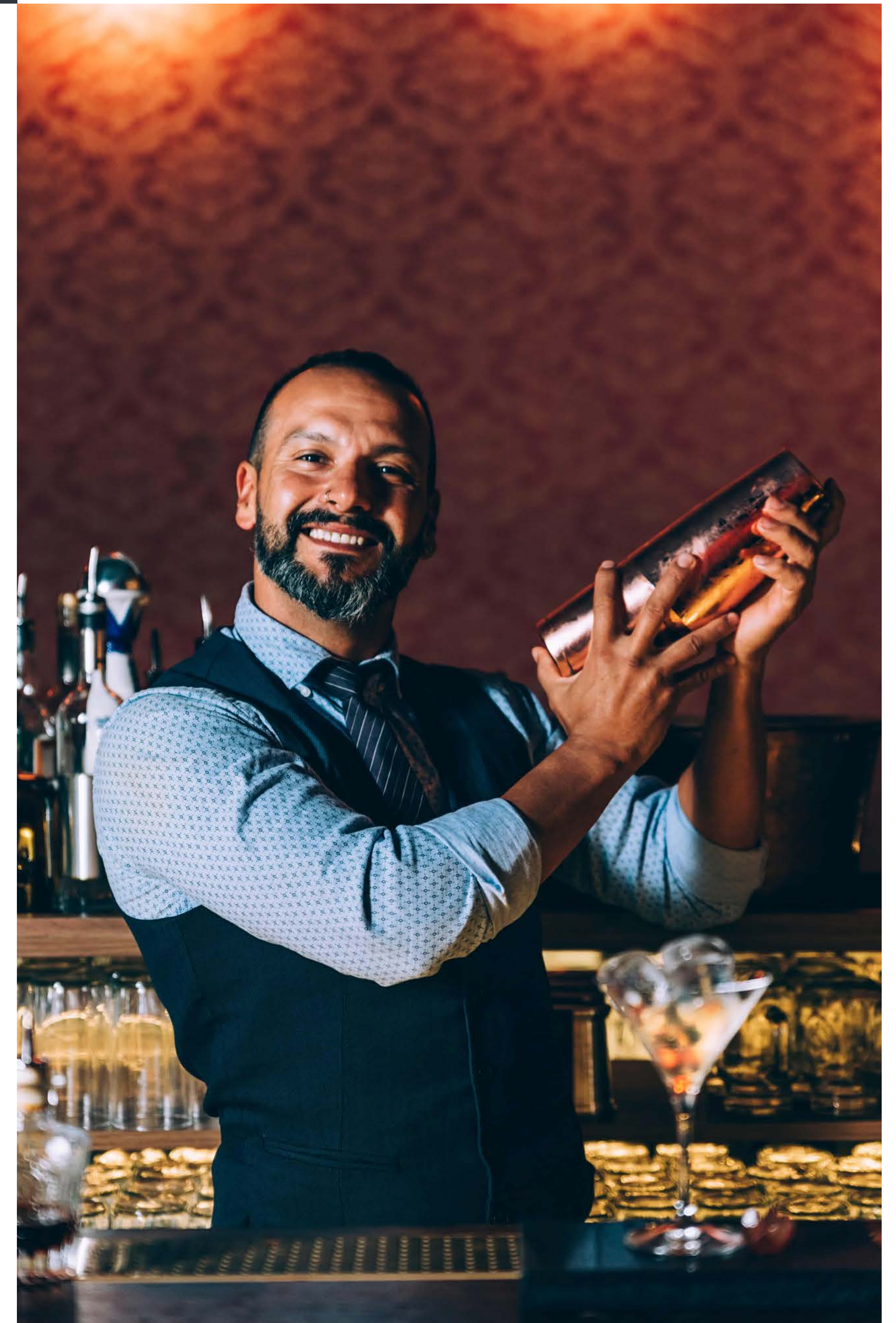
➤ **Millennial / Gen Z Purchasing Decisions are Influenced by Environmental Concerns and Social Good**

- Consumers Expect High Standards in Terms of Respect for the Environment and Making Sustainable Products
- 77% of Millennial / Gen Z Consumers are More Likely to Buy Products from Companies Committed to Making the World a Better Place<sup>7</sup>
- La Zona Seeking to Adopt Environmentally Safe Operating Procedures Including the Incorporation of Reusable Bottles Reducing the Company's Carbon Footprint

➤ **Destilería La Zona, Making a Significant Impact in Latin America**

- Trains with Local and Skilled Distillers Who Otherwise Would be At-Risk to Emigrate Out of Honduras
- Works with Often Struggling Coffee Farmers Planting New Products (Breadfruit, Yucca, Sweet Potato, and Plantains) to Make Vodka, Helping the Soil and Environment, and Providing More Economic Opportunity
- Promotes and Uses Progressive Agroforestry Techniques to Grow and Produce the Foundation for a Premium Crafted and Infused Vodka

7. Harvard Business Review – “15 Eye Opening Corporate Social Responsibility Statistics” June 2021





# La Zona Made from Unique Fruit Infusions from Latin America

## BREADFRUIT – Abundant and Unique Fruit Prevalent in Latin America

- Breadfruit (*Artocarpus altilis*) is a Species of Flowering Tree in the Mulberry and Jackfruit Family
- Breadfruit is Comprised of 71% Water, 27% Carbohydrates, 1% Protein and Negligible in Fat
- Breadfruit is Widely Planted in Tropical Regions, Including Lowland Central Latin America, Northern South America, and the Caribbean
- Breadfruit Is a Staple Food of Many Cultures in these Regions (Roasted, Baked, Fried or Boiled)
- Breadfruit is One of the Highest-Yielding Food Plants, with a Single Tree Producing up to 200 or More Grapefruit-Sized Fruits per Season, Requiring Limited Care
- Breadfruit Tree Yields Fruits and Flowers in Five Years and can be Harvested for 50-Plus Years

## HONDURAN CACAO – One of the World's Renowned Chocolate Regions

- Approximately 99.9% of the World's Cacao Tree Production is Grown on Plantations and the Rest, .01% of World Production, Features very Rare Wild-Grown Cacao
- La Zona's Cacao Originates from this .01% Located on the Mainland of Honduras, Specifically Wampusirpi / La Mosquitia. This Region is Adjacent to The Rio Platano Biosphere Reserve (the Most Important Rainforest Area and Deepest Jungle in Honduras)
- The Biosphere is a Very Important Area not only to Honduras, but to the World; it has been a World Heritage Site and Biosphere Reserve Since 1982
- Partnered with the Leading Chocolatier in Latin America, The Roatan Chocolate Factory (RCF) to Expand throughout the Region Including Belize



# Novel Breadfruit Vodka Infused with Distinctive Latin American Fruits

La Zona Uniquely Handcrafts Farm to Bar Vodka and Special Flavors

## Flavors

**Original** - Quadruple distilled for purity and charcoal filtered to strip away harsh flavors, La Zona's Vodka always comes away crystal clear and rich in flavor with a natural, subtle sweetness

**Café** - Vodka hand-crafted and paired with the finest, high-altitude Honduran coffees grown in the Santa Barbara Mountain region

**Maracuyá** - This exotic fruit which is slightly sweet and tart in flavor, is best grown on vines in tropical areas with plenty of sunshine—perfect for being grown in Honduras

**Tamarind** - Sweet and sour like a lemonade with a hint of caramel, tamarind is the favorite thirst quencher throughout Latin America

**Jengibre** - With La Zona ginger-infused vodka, the distillers have created a crisp, refreshing Vodka that when combined with soda water and lime produces a delicious and authentic Roatán Mule

**Piña** - Vodka infused with the region's ripest pineapples harvested straight from Honduran soil provides a splash of sweetness for a drink that can be enjoyed during any season

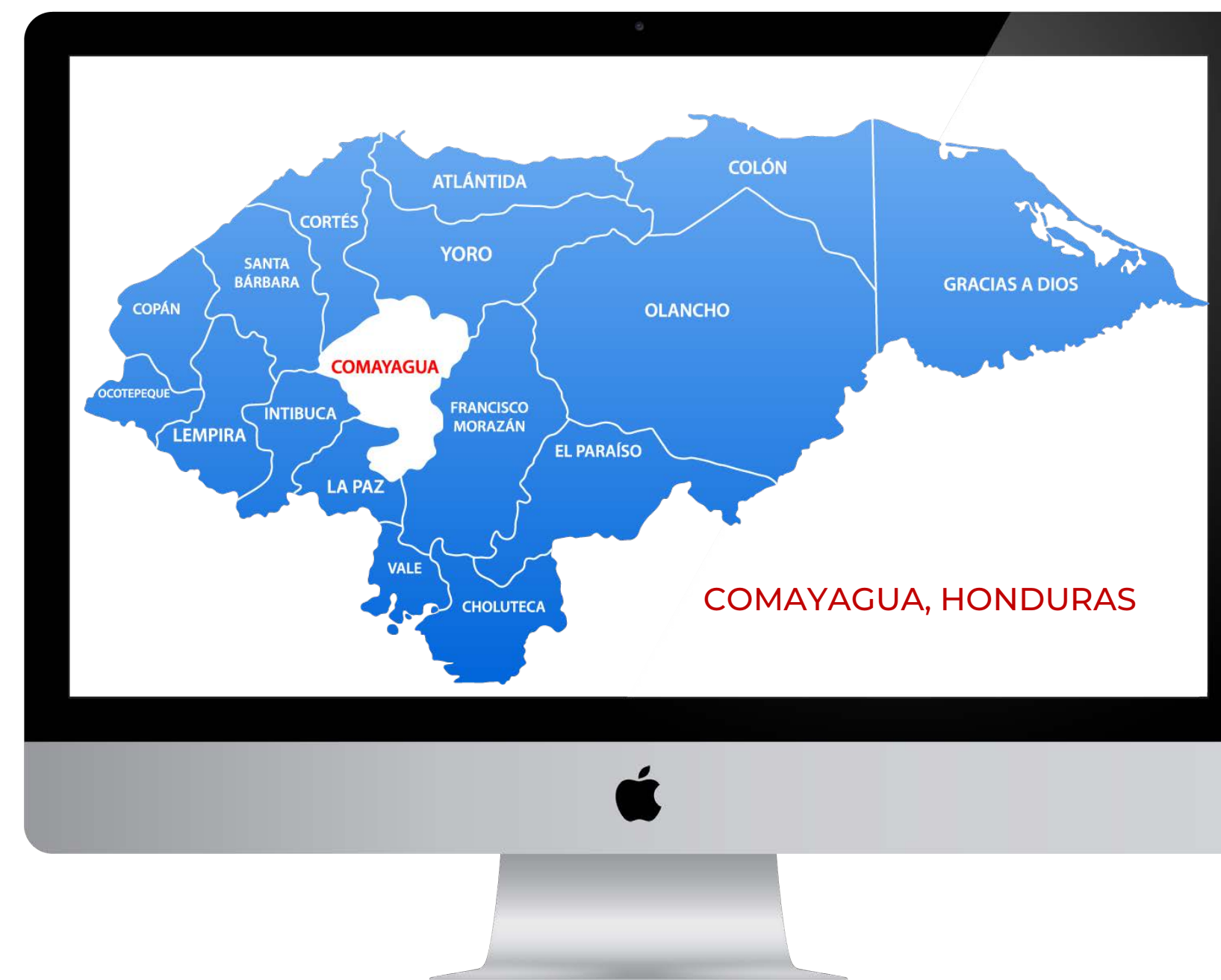
**Cacao** - Sourced from one of the most celebrated cacao regions in the world, La Mosquitia, our Vodka exudes the dark chocolate flavored richness of Honduras



# Streamlined Distribution and Supply Chains

Access to Local Distribution and Logistic Centers Ensures Vodka Reaches the Company's Target Markets Including Latin America and the U.S.

- **Stable Supply of Power / Electrical Grid and Water**
- **Proximity to Comayagua International Airport and Soto Cano Army Base**
  - Honduran Manufacturing Operations Located Near the Country's Newest International Airport - Palmerloa International
  - Greater Capacity (4x the Size) than the Toncontin International Airport in Tegucigalpa
  - Palmerloa's Terminal is 39,000 Square Meters -420,000 sq ft and can Accommodate 20 Planes
  - La Zona Building-Out Tasting Room to Serve the 1,500 U.S. troops stationed at Soto Cano Army Base
- **Distributor Partnerships**
  - Building Distribution Partnerships in Key U.S. Cities of Interest including Miami, Austin, Phoenix, and L.A. for Planned Market Launch in 2024.





# Corporate Partners Positioning La Zona Chocolate Vodka to be a Market Leader

Roatán Chocolate Factory (RCF)

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- **RCF, Leading Producer of Latin American Sourced Cacao / Chocolate**
  - RCF Utilizes Award Winning Cacao Produced in Honduras Including from the World-Famous Region, Wampusirpi / La Mosquitia
  - Expanding with RCF into other Latin American Countries which have Strong Tourist Industries with Strong Appetite for Premium Chocolate Vodka
- **La Zona, Exclusive Supplier of Chocolate Vodka to RCF**
  - La Zona Infuses the Highest Quality Cacao into RCF's Chocolate Vodka Sourced from Local Partners including Atucun Chocolateria
  - Produce Handmade Vodka in Small Batches On-Site at the Company's Facility in Comayagua; Not 'Sourced' Externally
  - Vodka Distilled 2x and Carbon Filtered to Enhance Chocolate Flavor





# Retail Client Partners Aligned to Positively Impact Local Communities

Collaboration with leading Boutique Hotelier — Kimpton Hotels

## ➤ “Drink with a Purpose”

- Destilería La Zona / Kimpton Grand Roatan Resort Working Collaboratively to Create a Novel Spirit Offering, “Drink with a Purpose,” where a Percentage (%) of Gross Proceeds will Support Feeding, Housing, and Educating Children with a Local Non-Profit, Abundant Life Foundation

## ➤ La Zona and Kimpton Hotels and Resorts are Aligned in a Commitment to Sustainability

- Introduction to ecoSpirits, the World’s First Low Carbon, Low Waste and Premium Spirits Distribution Technology
- ecoSpirits’ Innovative Closed Loop Distribution System Eliminates Packaging Waste in the Premium Spirit Supply Chain

### Single Use Glass is a Planet-Scale Crisis

- 2020 Global Consumption: 689 Billion Units of Single Use Glass Packaging of which 70 Billion was Single Use Wine & Spirits Bottles Producing 39 Million Tons of Co2 Emissions<sup>8</sup>

## ➤ The ecoSpirits Difference

- 95% Less Single Use Glass Waste
- 60-90% Reduction in Carbon Emissions Footprint<sup>9</sup>

8. Alcohol Drinks – Worldwide / Statista Market Forecast – 2020; The International Organization of Vine and Wine – 2020

9. Associated with Packaging, Distribution and Disposal

ecospirits

KIMPTON  
HOTELS & RESTAURANTS





# Spirit Company Exits – M&A

Robust Exit Values Generating Attractive Investor Returns



Target Company	Acquirer	Target HQ Location	Consideration Amount (\$M)	Upfront / Contingent (\$M)	Annual revenues of targeted company (thousands)	Acquisition Price / Revenue Multiples (x)	Date of Target Company Incorporation	Acquisition Deal Date	Years From Inception to Deal
Aviation American Gin	Diageo	Oregon, USA.	\$610	\$335 / \$275	\$ 910,000	0.67	9/15/2017	9/9/2020	3
Casamigos	Diageo	New York, USA.	\$1,000	\$700 / \$300	\$ 50,000	20	7/23/2015	8/15/2017	2
Castle Brands	Pernod Ricard	New York, USA.	\$223	-	\$ 95,000	2.32	7/7/2003	10/9/2019	16
Wilderness Trail Distillery	Gruppo Campari	Kentucky, USA.	\$424	-	\$ 57,000	7.45	11/25/2019	12/7/2022	3
Average			\$678		\$339,000	7.61			6
Median			\$610		\$57,000	4.89			3

- Raising Spirits Forecasting \$50M in Annual La Zona Revenues from Latin America / U.S. Spirits' Markets by 2027
- Applying 4.89x Median Multiple on Projected La Zona Annual Revenues Results in ~\$250M Exit within 3-5 Year Investment Timeframe



# Convertible Note Security Offering

Raising Spirits is Offering \$500k in Convertible Notes to Fund Company Operations including Supporting the Build-Out of the Company's Manufacturing Facilities in Comayagua / Honduras, Marketing and General & Administrative (G&A) Expenses

	Terms	Description
Note Amount	\$500,000	Seed Round
Capital Raised to Date	\$120,000	Raised from Accredited Investors
Cap	\$7,500,000	Or 15% Discount to Pre-Money Valuation, Whichever is Lower
Qualified Financing	\$1,000,000	Capital Required to Convert Note Prior to Maturity
Interest Rate	8%	Annualized Return
Maturity Date	8/1/2024	
Valuation at Maturity	\$3,000,000	Valuation at Which Note Proceeds Convert into Common Shares at Maturity if Qualified Financing Not Raised
Buyout Provision	150%	Amount Equal to 150% of the Outstanding Principal Amount Plus 100% of any Unpaid Accrued Interest



Securities are offered through Finalis Securities LLC Member FINRA/SIPC.  
S. Jordan Associates and Finalis Securities LLC are separate, unaffiliated entities.





## *Raising Spirits, Together*

**When a Consumer Raises a Glass of La Zona Premium, Crafted,  
Infused Vodka, They Are...**

Raising the Economic Opportunities of a Comayagua worker in the distillery...

Raising the hopes of the farmer who will now have a market for their products...

Raising the chances of survival for the environment which is under constant threat...

And they are Raising the spirits of the people of Latin America and changing lives!





**SCOTT JORDAN**

Co-Founder & CFO

Raising Spirits / Destilería La Zona

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[Calendly Link](#) – Schedule Zoom Meeting