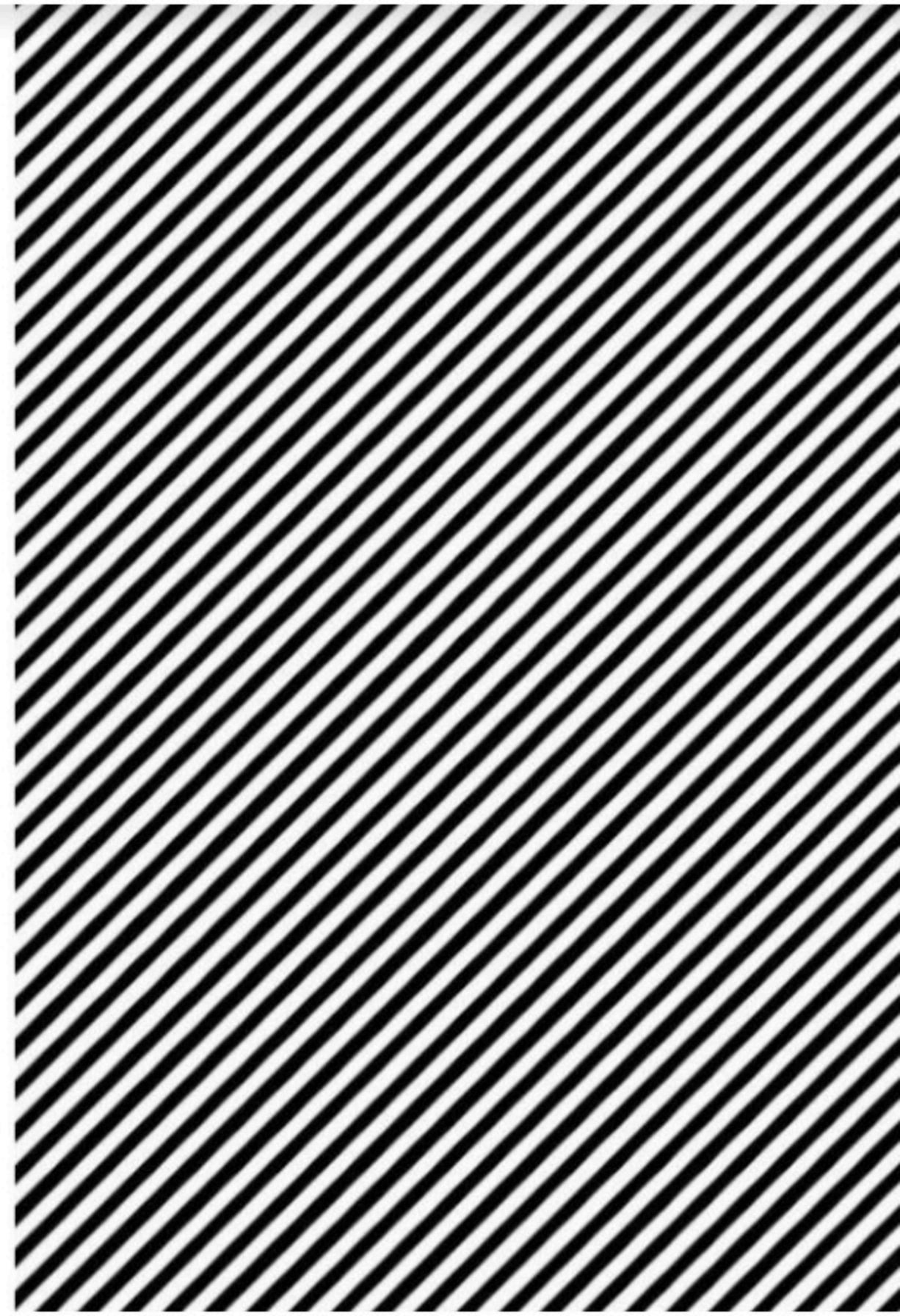


BESPOKEN
SPIRITS

BESPOKEN SPIRITS OVERVIEW
OCTOBER 2020



A Massive (\$500B) Global Market, Ripe for Distribution

Key
Trends



GLOBAL CLIMATE CRISIS

Forcing every industry
to start to take
sustainability seriously



SHIFTING CONSUMER DEMOGRAPHIC

From “boomer-centric”
to a modern, younger
“millennial-centric”
consumer



GLOBAL PANDEMIC

Causing financial
strain on the industry,
especially for the
smaller (craft)
distilleries

THE *MODERN* SPIRIT CONSUMER

- **Prefers spirits** to beer and wine
- Seeks both **variety** and **value**
- **Less** brand **loyalty**
- Is **tech savvy** and untraditional
- **Cares** about **causes**; like **climate change**



INTRODUCING BESPOKEN SPIRITS

- Bespoken Spirits was founded in 2018 on the premise that a spirit's **aroma, color**, and most importantly **taste**, could be designed, engineered, and **precisely controlled with modern science**, technology, and data, and that we could do it **sustainably**.
- Rather than putting the spirit in a barrel and waiting passively for nature to take its course, we use our proprietary ACTivation technology to instill the barrel into the spirit, **actively controlling the process** to deliver **premium quality tailored spirits** in **days rather than decades**.

Key Constraints of the Ancient (Barrel) Model



WASTE of Resources

- Angels share loss (up to 20%)
- Wasted wood
- Wasted water
- Wasted energy (storehouse power & cooling)



ART vs Science

- Trial and error
- Imprecision
- Lack of Repeatability
- Slow



TIME for Maturation

- Inventory economics
- Locked up capital
- Painful new product introduction
- Supply / demand mismatches

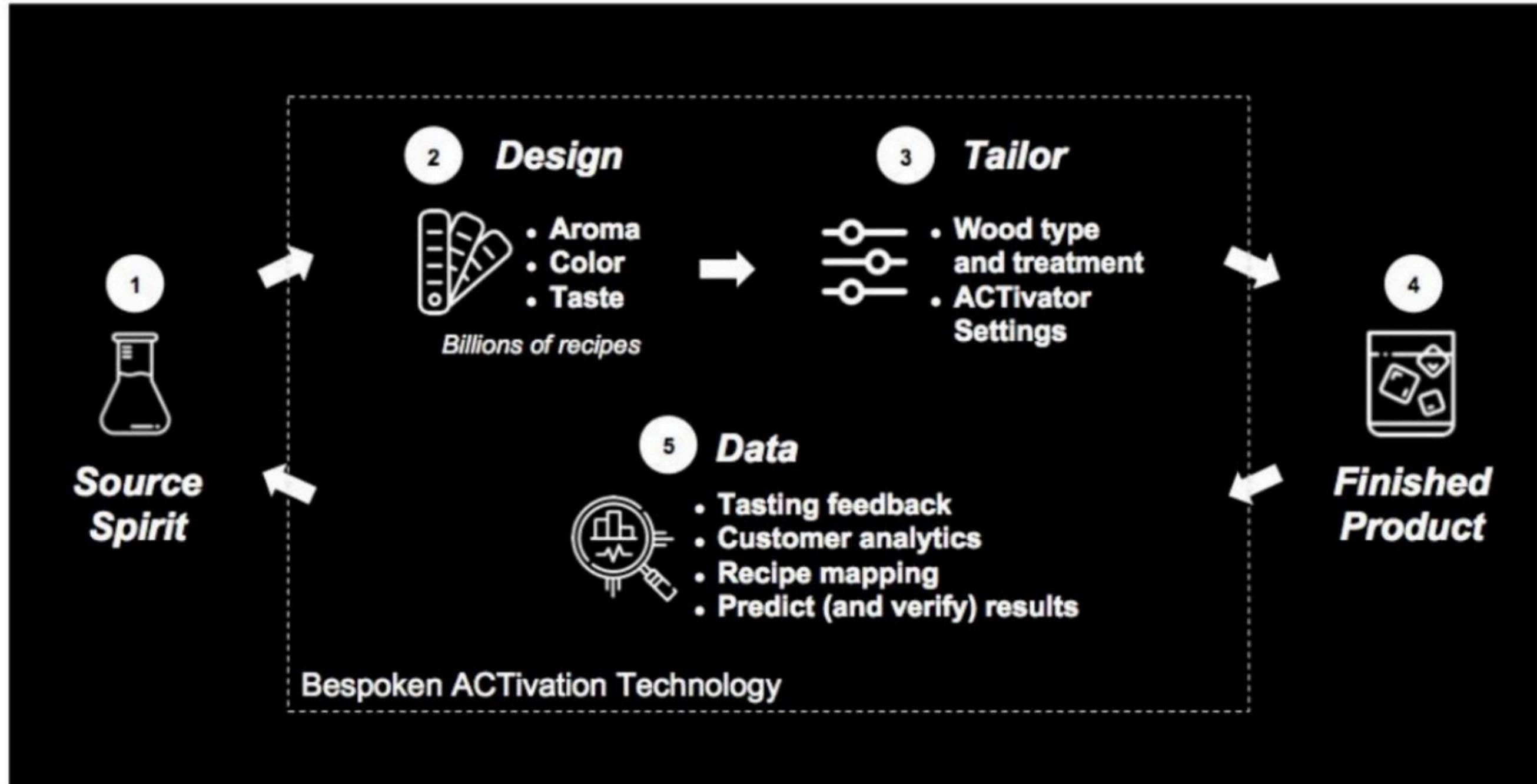


ONE SIZE Fits All

- Optimized for mass scale or minute scale
- Not well suited to diverse palates, regional differences
- Limited customer intimacy

Result: Tens of billions of dollars wasted every year

Tailoring Spirits for a Desired Outcome



Three Business Models



BESPOKEN BRAND Sells Spirits

- Produce a Bespoken branded “house spirit”
- Initial validation of Process, Taste, Quality, Economics
- Submit to competitions
- Validate consumer sales



MATURATION AS A SERVICE MaaS

- Bulk maturation and enhancement service for rectifiers and distillers
- Turn their young and/or poor quality spirit into high quality spirit quickly
- Design target spirit (recipe) with customer
- High volume bulk production (at our facility or theirs)



CUSTOMIZATION AS A SERVICE CaaS

- Produce customized spirit (private labels) for customers
- Retailers, Hotels, Bars/Restaurants
- Design spirits (recipes) with customer
- Seasonal and/or regional varieties (taste, color, aroma)
- Source, produce, ship spirit

MaaS Customer Examples



Distiller

- Converting white spirit into matured spirit for cost and time savings



Large Rectifier

- Enhancing and tailoring a matured product for better quality and price points



Breweries

- Converting expired/excess beer into premium whiskey

CaaS Customer Examples



Grocery Chain in Western US and PA

- We produced award winning light whiskey (Japanese style) for them under their brand
- Same source spirit as Bespoken house brand but very different end spirit (by design)



Grocery Chain in CA and NV

- Interested in a private labeled “look-a-like” for a big brand whiskey at a lower price point



Restaurants and Bars

- Bespoken delivers a customized well product with the desired profile for their cocktails and clientele

Award Winning Results



22 Medals in Prestigious Competitions

New York World Wine & Spirits Competition 2019
MicroLiquor Spirit Awards 2019
Beverage Testing Institute 2019
San Francisco World Spirits Competition 2020
American Distillers Institute Craft Spirits Competition 2020
Beverage Testing Institute 2020

Medals in Multiple Categories

Whiskey (x11)
Bourbon (x6)
Rye (x2)
Rum (x3)

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Customer Value Propositions

We sell technology and services to help distillers, rectifiers, breweries, and/or retailers to...

→ **Enhance their products** (young or mature) to meet desired taste, color, aroma profiles

→ **Accelerate time to revenues**

→ Develop and introduce **new products** quickly

→ **Analyze** and understand **customer tastes** and **preferences**

→ **Customize products** for different demographics and geographies

→ **Reduce** financial and environmental **waste**

YOUR TASTING CONTENTS



SAMPLE 1 (GREY): SOURCE SPIRIT



SAMPLE 2 (BLACK): ORIGINAL BATCH 01



SAMPLE 3 (PURPLE): SPECIAL BATCH



SAMPLE 4 (BLUE): BOURBON

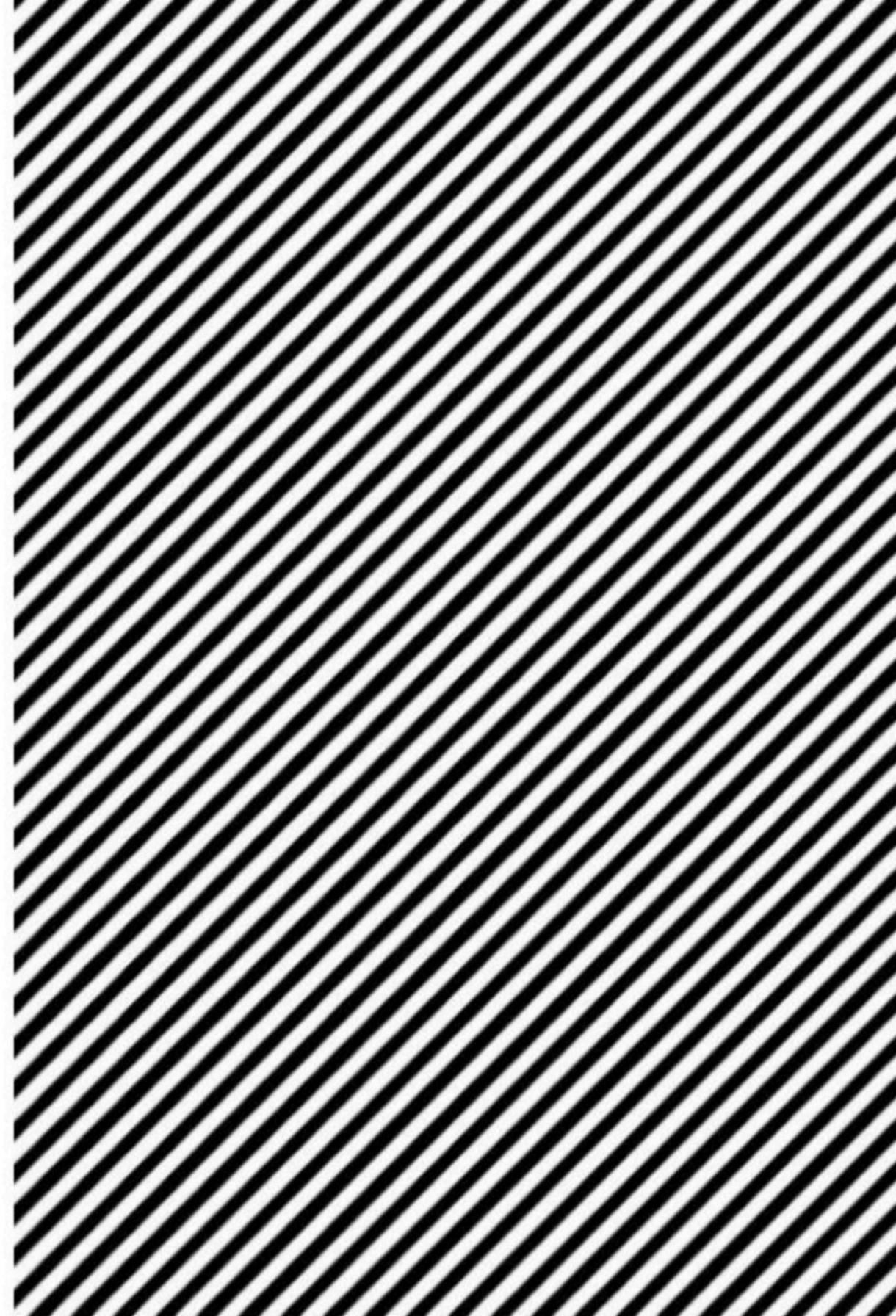


SAMPLE 5 (RED): FRENCH TOAST



SAMPLE 6 (GREEN): NOBLE PRIZE

NOTE: Samples 2-6 were each made from the Sample 1 source spirit in 72 hours using Bespoken's ACTivation technology and a different recipe

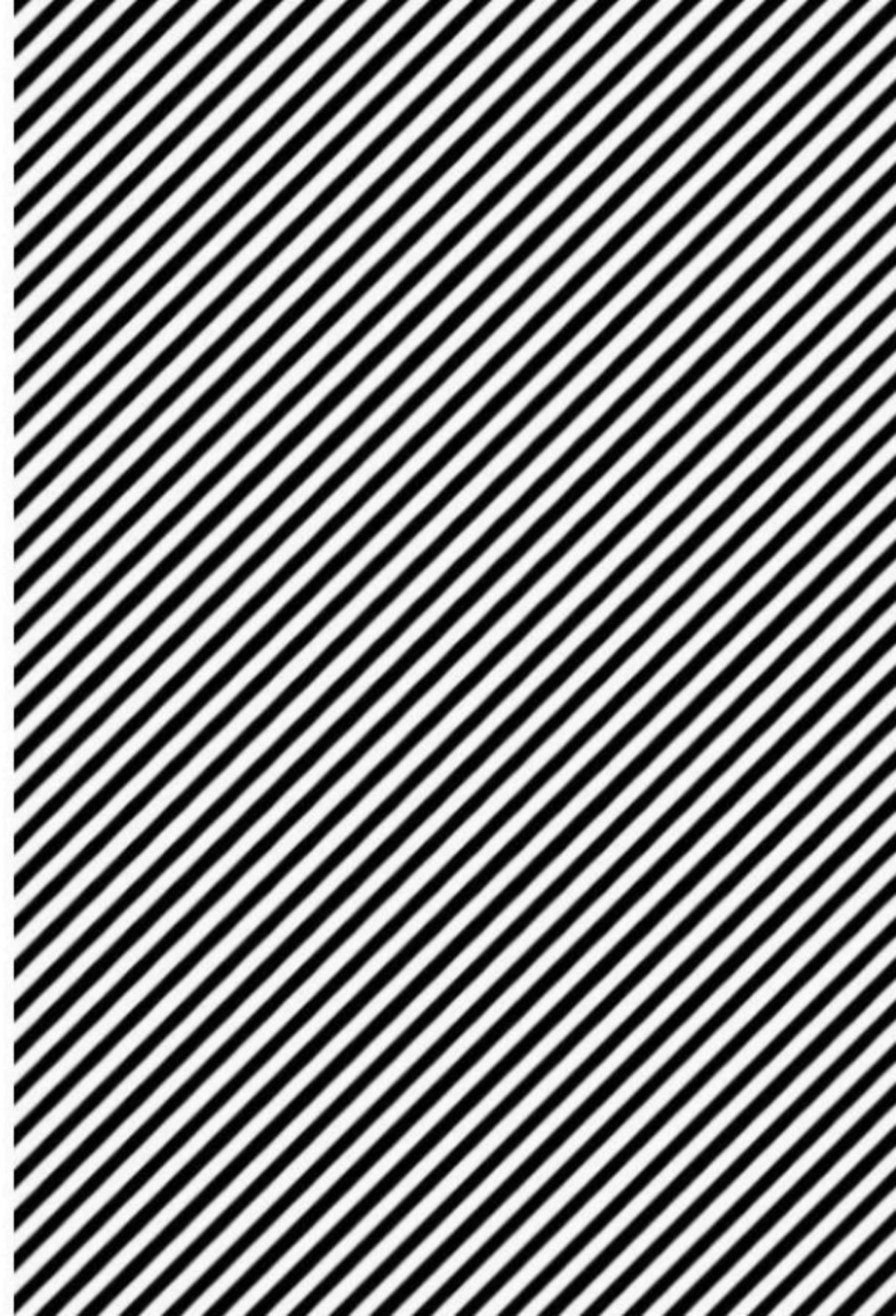


TASTING NOTES

SAMPLE NAME	SAMPLE DESCRIPTION	YOUR TASTING NOTES
SOURCE SPIRIT (GREY)	Crystal clear appearance. The nose is light with roasted corn, green apple, and celery. Rye bread and vegetal cacao open on the palate followed by exotic spices and then licorice.	
ORIGINAL BATCH 01 (BLACK)	An amber marriage of dried apricot, candied almonds, caramel, and rich cacao with the bouquet of salted caramel banana bread and a smooth though distinct long finish.	
SPECIAL BATCH (PURPLE)	Light gold color, with a plethora of floral and fruit aromas (rose petal, cranberry, pineapple) and a backbone of baking spice. On the palate, soft caramel, cocoa and lemon zest dominate, with a touch of cardamom and clove on the finish.	
BOURBON (BLUE)	Dark golden brown hue. Aromas of rich peanut brittle, black pepper, and savory vanilla dominate on entry, while caramel and roasted almonds invigorate the palate and bring it home to a meaty finish.	
FRENCH TOAST (RED)	With an intense copper color, showcases aromas of mocha, caramel, eucalyptus, and stone fruit jam. A bright chocolate butterscotch begins the multi-staged palate, followed by a rich & creamy raisin cake before finishing with cacao icing.	
NOBLE PRIZE (GREEN)	A golden whiskey with a nose of intense spicy oak, savory root beer, nutmeg, and lavender. The palate invigorates with ginger umami, buttery cocoa, and a finish of fruity anise.	

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