

FOUND NORTH



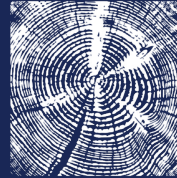
Sales Deck

Prepared for Found North Whisky

Info on Bourbon Direct

- Established 2022
- Over 75,000 spirits shipments
- HQ: Washington DC
- Licensed to ship spirits to 44 states (show the map of states we ship to)
- Average Fulfillment Time: 21:33
- References available upon request

OLD
LOUISVILLE
WHISKEY CO.



RARE CHARACTER

AUGUSTA
DISTILLERY



LARRIKIN
—BOURBON Co.—
KENTUCKY

RIVER ROOTS
BARREL COMPANY



Subtle Spirits

Info on Bourbon Direct

	Bourbon Direct	Everyone Else
25%+ more profits	✓	✗
100% end-to-end fulfillment	✓	✗
Fulfillment in 22 hours	✓	✗
Premium packaging	✓	✗
Single-barrel program integration	✓	✗
Win more repeat business	✓	✗
Fully compliant	✓	✗
Reliance on outside retailer network for fulfillment	✗	✓
Full access to all first party data and customer analytics	✓	✗

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The Bourbon Direct Difference



- Your profit margins would increase drastically on every bottle sold:
 - We are uniquely licensed to be able to act as both distributor and retailer.
 - Ability to legally purchase from any US brand/distillery and transport bottles to our warehouse.
 - Cutting out extra layers allows us to offer a higher price per bottle than our competitors.



- Fastest fulfillment time in the industry:
 - Unlike our competition, we do not have to rely on outside retailers to obtain product or fulfill orders.
 - We have obtained the key licenses and built out an internal fulfillment infrastructure so that we are able to control the end-to-end process.
 - The product goes straight from our brands/distilleries to our warehouse, where it is stored and ready to be packed up.
 - All orders are fulfilled by Bourbon Direct employees.



- Unparalleled customer satisfaction
 - Control over end-to-end process gives you control over the entire customer experience
 - Fast fulfillment; world class customer service; superior packaging; etc.

The Bourbon Direct Difference



- Best in the Business for Limited Drops

- Having facilitated well over 1,000 limited releases we have honed our craft
- We offer our clients ability to customize their releases as much as they want. How they choose to release their product. Who gets access to purchase, etc etc
- Previously mentioned, but due to the nature of our clients and higher end bottles we invested in our boxes and packing supplies. We use custom double walled boxes, and a combination of air shipper bags to eliminate the potential for breakage.



- True Brand Partner

- No upfront or monthly costs involved: We pay for the Shopify store, development work, software/apps, carrier fees, customer service rep(s), etc
- Shopify staff accounts so you have access to all key customer and sales data
- Access to our network of barrel brokers/suppliers (if desired)
- In addition to facilitating online sales, we can also provide the ability for single barrel sales in 44 states. Whether you have a distributor in that state or not. Whether the end customer is an individual, group/club, influencer, business, etc.
- We adapt and grow as you do.

Financials

FOR ONLINE ORDERS, FULFILLED BY BOURBON DIRECT:

Retail Price	Bourbon Direct Keeps	Client Receives
\$99.99 and below	30% *	70%
\$100–169.99	25% *	75%
\$170+	20% *	80%

*Calculated using final sale price of bottle.

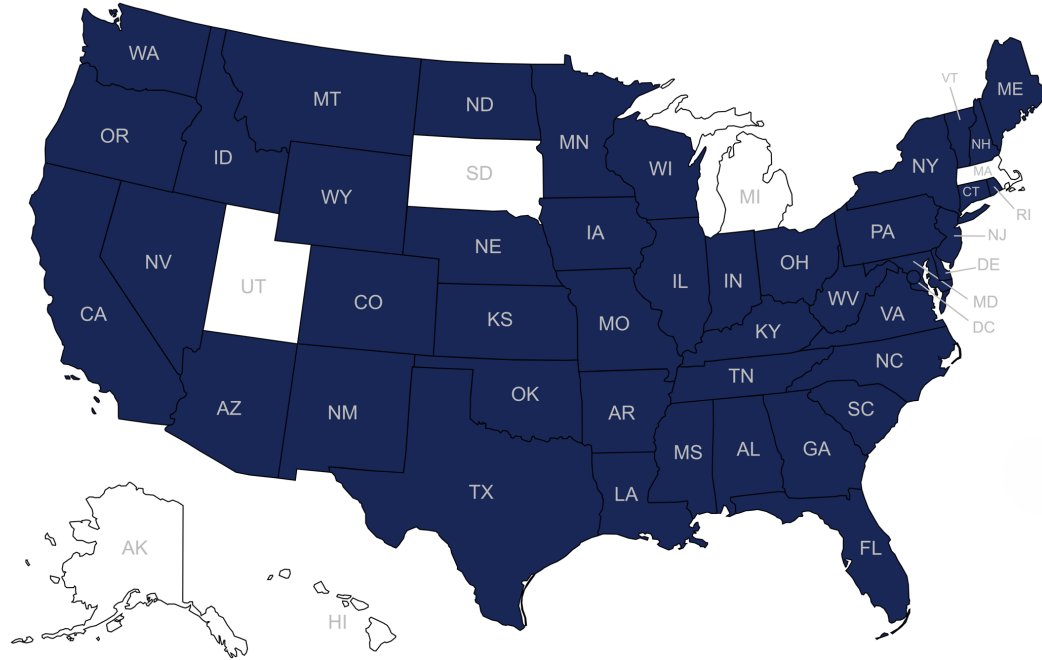
Financials

FOR ONLINE ORDERS, FULFILLED BY BOURBON DIRECT:

	Bourbon Direct Keeps	Client Receives
Single Barrel Pick "pass through": When Bourbon Direct handles the logistics of invoice and/or receiving payment from customer, and bottles are picked up and delivered to a single address:	15 % *	85 %

*Calculated using final sale price of bottle.

States



We can accept orders and ship to all states except Alaska, Hawaii, Michigan, South Dakota, Tennessee, Utah

Timeline to Start

Once there is an
agreement, we could
have you up and
running within

7 DAYS.



Thank You!

