

Vodka Brands Corp Overview

Developing Future Brands

Company Objectives

- Produce Exceptional Quality Products
- Develop Memorable, Timeless, Classic Brands
- Expand Distribution Nationally and Internationally
- Increase Sales and Unit Volume
- Increase Shareholder Value

Vodka Industry Statistics

- 300,000,000 Cases of Vodka Sold Worldwide
- 75,000,000 Cases of Vodka Sold in USA
- Average American Consumes Over 20 Liters of Alcoholic Beverages Per Year
- 70% of Americans Drink Alcoholic Beverages Per Year

Competitive Advantages

- Exclusive Rights to Trademarked Brands in the US and Foreign Countries
- Relationships with US and Foreign Industry Partners
- Low Cost Structure
- Ability to Grow at Double or Triple Digits
- Exceptional Product Quality
- Memorable Design
- Upscale-Branding

Alcohol Industry Events

- 2004 Sale of “Grey Goose” brand to Bacardi for **\$2.1 Billion**
- 2006 Sale of “domain name” Vodka.com to Russian Standard Company for \$3 million
- 2007 Sale of “42 Below” brand to Bacardi for **\$107 million.**
- 2008 Sale of “Absolut” brand to Pernod Ricard company in France for **5.6 Billion Euros (\$8.7 Billion US)**

Alcohol Industry Events Cont.

- 2014 “Beam” is purchased for **\$13.6 Billion** in Cash by Suntory of Japan.
- 2017 Sale of George Clooney and partners Casamigos Tequila to Diageo for **\$1 Billion** including \$300 million contingent on future sales.
- 2017 BULLDOG Gin brand sold to Gruppo Campari for **46.8 million British Pounds (\$60 million USD)**.
- 2018 Sale of Patron Tequila to Bacardi for **\$5.1 Billion**
- 2020 Sale of Ryan Reynolds’ Aviation Gin for **\$610 million.**

Trademarked Brands

- Brands in Production
 - Blue Diamond Vodka
 - White Diamond Vodka
 - Diamond Girl Vodka
- Brands in Development
 - Pug Dog Rum
 - White Crystal
 - Blue Crystal



Blue Diamond Vodka

- Blue Diamond Vodka has Won Gold Medals in International Competitions
- Filtered 33 Times Making it Ultra-Smooth
- Retail Price from \$18.99 to \$24.99
- Product Cost of \$4.50 / 750ml bottle
- Wholesale Price of \$10.00 to \$12.00



Product Shots



White Diamond Vodka

Positioned for Growth

- World Class timeless classic brand names
- USA and EU trademarks
- Quality / Price / Name appeal & Packaging to compete with major brands
- Combination of quality and price
- Positioned to take market from lower and higher priced brands
- Typical Price to Distributors is \$8.50
- Typical Retail Price from \$14.99 to \$16.99

Diamond Girl Vodka

- Appeal to female market
- Females purchase 50%+ of spirits
- Typically Retails from \$13.99 to \$15.99
- Typically Priced to Distributor from \$8.00 to \$9.00
- Product & Tax \$5.25 per 750ml bottle



Pug Dog Rum

- Emerging New Rum Brand
- Appeals to Dog Lovers
- Forty-four percent of Americans own a Dog According to Gallup
- High Detail Logo

