



# LIBERTY CALL DISTILLING



# WHO IS LIBERTY CALL DISTILLING?

- **BILL ROGERS- FOUNDER/PRESIDENT**

- 15 YEARS SALES EXPERIENCE IN BEVERAGE, RETAIL, AND B2B
- CHEMISTRY MINOR- 3 YEARS OF DISTILLING EXPERIENCE

- **STEVE GRELLA- HEAD DISTILLER**

- NAVY VETERAN, ELECTRICIAN, PLUMBER, JACK-OF-ALL TRADES
- FAMILY HAS HISTORY IN DISTILLING IN TENNESSEE- 3 YEARS DISTILLING EXPERIENCE

- **ADDISON POTHS- HEAD BREWER**

- FORMER HEAD BREWER AT BACK ALLEY ALEHOUSE — 5 YEARS TOTAL BREWING EXPERIENCE
- ASSISTANT BREWER AT ACOUSTIC ALES



## WHY LIBERTY CALL?

- **LIBERTY CALL IS A NAVAL TERM**
  - “LIBERTY” IS THE NAVY WORD FOR A PASS TO LEAVE THE SHIP FOR SOME R&R WHILE AT PORT.
  - “CALL” IS AN ACTUAL SOUND THAT THE SHIP WOULD PLAY SO THAT THE CREW WOULD KNOW IT’S OK TO LEAVE THE SHIP.
- **WE WANT TO OWN SAN DIEGO**
  - STEVE IS A NAVY VETERAN, AND BILL GREW UP IN CORONADO WHICH IS WHERE THE NAVY SEALS TRAIN. BOTH HAVE VERY STRONG TIES WITH THE NAVY.
  - SAN DIEGO IS VERY NAVY ORIENTED. 30% OF THE POPULATION IS TIED TO THE NAVY IN ONE FORM OR ANOTHER.
  - HELPS TO MAKE A CROSSOVER BETWEEN CRAFT SPIRIT DRINKER AND THE TRADITIONAL SPIRIT DRINKER



## OUR PRODUCT LINE

### San Diego Co. White Rum

Hand Crafted, Distilled, and Bottled by  
Liberty Call Distilling, LLC in Spring Valley, CA

Distilled from Cane Sugar  
750 mL

Alc. 45 % by Vol.

### San Diego Co. Spiced Rum

Hand Crafted, Distilled, and Bottled by  
Liberty Call Distilling, LLC in Spring Valley, CA

Rum Distilled from Cane Sugar  
with spices added  
750 mL

Alc. 45 % by Vol.

### San Diego Co. Gin

Hand Crafted, Distilled, and Bottled by  
Liberty Call Distilling, LLC in Spring Valley, CA

Distilled from Grain and Cane Sugar  
750 mL

Alc. 45 % by Vol.

- **LIBERTY CALL WHITE RUM**

- **MADE FROM PURE EVAPORATED CANE JUICE, NOT MOLASSES**

- LIGHTER, EASIER TO DRINK

- WE USE A WINE YEAST, AND SOUR MASH METHOD TO ENHANCE NATURAL FLAVORS

- **LIBERTY CALL SPICED RUM**

- WE USE THE WHITE RUM AS A BASE, AND ADD 7 DIFFERENT SPICES

- THE HAND-MADE CARAMEL ADDS A BURNT SUGAR/TOASTED MARSHMALLOW FLAVOR WITHOUT MAKING IT TOO SWEET

- **LIBERTY CALL GIN**

- WE USE THE WHITE RUM AS A BASE, AND ADD 14 DIFFERENT BOTANICALS INCLUDING LOCAL CITRUS AND LOCAL FLOWERS

- LIGHTER, FLAVORFUL GIN FOR NEW GIN DRINKERS



## POSITIONING

- WE ARE PRICED TO BE THE WELL SPIRIT IN A CRAFT BAR OR RESTAURANT
  - AT \$11.11 PRICE TO WHOLESAL, RECOMMENDED PRICE TO RETAIL IS \$16.66
    - THIS IS JUST A DOLLAR OR TWO MORE THAN THE MAINSTREAM COMPETITORS
    - EASY UPSELL TO CRAFT SPIRITS FROM MAINSTREAM IN CRAFT BARS
      - “YOU COULD PRICE YOUR DRINK \$1 MORE WITH A CRAFT SPIRIT, AND MAKE AN EXTRA \$20 A BOTTLE”
- WE ARE PRICED BELOW OUR CRAFT COMPETITION
  - OUR RECOMMENDED PRICE TO CONSUMER IS \$24.99
  - DIRECT COMPETITORS RANGE FROM \$29.99 TO \$39.99 FOR GIN, RUM, AND SPICED RUM



## OUR CUSTOMER

- CORE DEMOGRAPHIC IS 21-35 YEARS OLD
  - CRAFT BEER DRINKER- MAY NOT HAVE EVER TRIED TRADITIONAL AMERICAN LAGERS
  - DRINKS CRAFT COCKTAILS- WILL SPEND \$12 ON A WHISKEY SOUR USING A MASS PRODUCED BOURBON
  - MOST LIKELY HAS NEVER TRIED A TRUE “CRAFT” SPIRIT DUE TO LACK OF OPTIONS AND DECEPTIVE MARKETING
  - WANTS SMALL, LOCAL, ARTISANAL INGREDIENTS
  - OUR PRICING ALLOWS OUR CUSTOMERS TO TRY CRAFT SPIRITS WITHOUT HAVING TO BREAK THE BANK



## EVENT MARKETING

**WE ARE ACTIVELY  
PROMOTING OUR PRODUCTS  
AT SAN DIEGO EVENTS**







## OUR OPPORTUNITY

- **MANUFACTURER SALES FORCE**
  - WE HAVE A DEDICATED TEAM OF BEVERAGE REPS HELPING TO MARKET AND PROMOTE OUR PRODUCT.
    - 2 ADDITIONAL INDEPENDENT SALES REPS
- **CONSTANTLY UPGRADING OUR PRODUCT LINE**
  - WE HAVE A DARK SPICED RUM READY TO GO
  - 4-GRAIN WHISKEY AND A VODKA ARE ON THE HORIZON- 6 MONTHS
- **ESTABLISHED CORE ACCOUNTS**
  - THE LIBERTY CALL TEAM VISITS EACH ACCOUNT AT LEAST ONCE PER MONTH TO SOLIDIFY ONE-ON-ONE RELATIONSHIPS