

# Branded Spirits Unique Selling Points



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## **Branded Spirits:**

- Portfolio of premium, international spirits brands
- Family owned and operated
- 25 years experience in distribution, sales and marketing
  - Have been the exclusive distributor for Heineken Beer, Evian Water, among others for whole country of China
- POS production capabilities with our head office in HK & China (100 people on the ground)
  - US HQ in San Francisco
- Significant resources: shareholders include former CEO of VISA Credit Card, former winner of the Kentucky Derby, among others



# Ice Fox Vodka

- 100% American Product: Triple distilled from premium American ingredients including corn from the Corn Belt and pristine water from the Sierra Nevada Mountain range
- Corn distillate gives Ice Fox a slightly sweet finish and a very smooth texture
- We donate to protect the endangered Arctic Fox population which provided the inspiration for our sleek bottle design
- The Branded Spirits master distiller watches over every batch at our distillery on Treasure Island, California where Ice Fox is bottled by hand in 100 case batches

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*Awards: Double Gold Medal from Alcohol Aficionado; #2 Vodka of 2013  
(93/100 points) on 10bestvodka.com*



# Hana GIN

## Multiple Award Winning Gin

- Hana is the Japanese word for “Flower” which inspires its unique flavor profile of fresh lavender, bright citrus and juniper
- Hand bottled at our craft distillery, a former military prison in San Francisco
- Keeping with the Japanese ethos of simplicity, Hana is made with only 4 botanicals: orange and lemon peels, Albanian Juniper berries and lavender
  - Most gins have 15 – 30 botanicals, obscuring the characteristics of individual ingredients
- Rare vacuum distillation technique: we distill using pressure to lower our distillation temperature and avoid over cooking our carefully sourced ingredients
  - Orange peel, lemon peel, Albanian Juniper and Lavender are each distilled one at a time, under specific conditions



**WINE ENTHUSIAST**  
“Top 100 Spirits of 2015”



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*Awards: Awarded 94/100 points by Wine Enthusiast in August, 2015; 92/100 Points by the Tasting Panel; #1 Gin - 10bestgin.com; Gold medal award - Alcohol Aficionado*



# MOTU Rum

- “Motu” means “Island” in all Polynesian languages
- Distilled with fermented Polynesian molasses
  - Our Polynesian molasses gives Motu a slightly longer mouth feel and lasting sweetness
- Aging: Rested in the finest Limousin French Oak Casks (same used to age Cognac) for 4-6 months
  - Motu’s bold and smoky round notes come from its time in the French Oak Barrels
  - Toasted pineapple taste profile
- Motu’s original recipe included sugar cane from the King of Tonga’s personal Estate in Va’Vau

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*Awards: Double Gold medal award winning liquid at SF World Spirits (under different label); Double Gold Medal from Alcohol Aficionado; #2 Rum of 2013 (95/100 points) on 10bestrum.com*



# HM the King Scotch Whisky

- An exquisite blend of exclusively Highland single malts and grain whiskies from around Scotland, HM the King's unique, balanced blend was carefully selected by Scotch Whisky connoisseurs from Scotland's most storied houses, including The Dalmore, Jura and The Highland Queen
- Mellow, vanilla and honey notes on the palate give way to a smooth and round aftertaste with subdued smoke and late peat
- Won Queen Elizabeth's Award for Innovation in bottle design its simplicity & elegance
- HM stands for "His Majesty" the King, as the first bottle was drank during royal coronation for the late King of Tonga in 2008

*Awards: Gold Medal from Alcohol Aficionado; #1 Blended Scotch of 2013 (96/100 points) on [10bestscotch.com](http://10bestscotch.com)*





# Ol' Major Bacon Bourbon

- Bouquet of crisp bacon, with subtle honey aroma
- Taste profile is both savory and sweet, with hints of sea salt and bacon giving way to a maple, bourbon finish
- Concept born online:
  - Website crashed from getting 20k visitors in 2 days when we posted bottle design/concept
  - Kickstarter campaign was successfully funded with over 100 people donating
- Gold Medal Award Winning Bourbon (SF World Spirits)
  - Mash Bill: 88% corn, 8% rye, 4% barley
- Every label is unique as they are cut out of a large sheet of cedar wood
- Real bacon (in the form of rendered bacon fat) is pressure infused into our bourbon
  - In a steel canister, we add pressure to the bacon and bourbon causing the two to meld together
  - We freeze the bacon bourbon, causing the two to separate since alcohol doesn't freeze and then we remove the solid fat
  - We filter multiple times, the last of which is a .4mm micron filter to ensure no fat sediment is in the final product



*Ol' Major Bacon Bourbon from our first bottling run on August 7<sup>th</sup>, 2015*

# Ol' Major Bacon Bloody Mary Mix



3 Times Award winning recipe

Premium, all natural ingredients

Made with Real Bacon



# Ol' Major Bacon Salt

All Natural with NO artificial flavor

Good on EVERYTHING but especially Ol' Major Bacon Bloody Mary's, eggs, baked potato & french fries





# Ol' Major Bacon Bloody Mary Gift Set

Perfect Gift Set for Tailgating, holiday season, father's day, July 4<sup>th</sup>, etc.

Included:

- Ol' Major Bacon Bourbon
- Ol' Major Bacon Bloody Mary mix
- Ol' Major Bacon Salt

Suggested RSP: \$34.99

**Ol' Major Bacon Bourbon** is made with real bacon and Gold Medal Award Winning Bourbon (SF World Spirits competition)

- Mash Bill: 88% corn, 8% rye, 4% barley

**Ol' Major Bacon Bloody Mary Mix** is a 3 Times Award winning recipe made with premium, all natural ingredients including real bacon

**Ol' Major Bacon Salt** is made with all natural ingredients with NO artificial flavor. It is delicious on EVERYTHING, but especially on Ol' Major Bacon Bloody Mary's, eggs, baked potatoes and french fries



# Majesté XO L'Empereur

- Majesté XO is aged in Limousin oak casks for at over 10 years, while minimum XO aging is only 6 years. Majesté XO's additional time in the barrel bring out its round, sweet flavors
- We only purchase and blend the gold medal award winning Cognac vintages.
- Bouquet and taste: combines aromatic power and the subtleties of a mature XO Cognac. Honey and liquorices fragrance, complement caramel, apple and almond on the palate.
- Our XO Cognac is produced by Dupuy Basche Gabrielson, one of the most respected cognac houses in France.

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*Awards Years 1997/ 2000/ 2003, including a gold medal at the 1997 International Wine and Spirits Competition and an 89 in Wine Enthusiast, Rated an A on DrinkHacker.com*



# Majesté VSOP



- Produced in small batches by a family owned and operated vineyard located in Cognac, France, with generations of experience in producing the finest quality Cognacs in the world.
- Named by Wine Enthusiast as one of the **“Top 100 Spirits of 2015” with a score of 96/100**
- Aged in Limousine oak casks for a minimum of 4 years
- Bouquet & taste: big aroma of butterscotch and caramel. A harmonious body with a taste of sweet, round fruit, caramel and a pepper and clove finish.

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*Awards: Top 100 Spirits of 2015 from Wine Enthusiast with a 96/100 rating; Gold medal from Alcohol Aficionado; #1 in VSOP category of 10bestcognac.com*





# Glen Oak Single Malts

The Glen Oak Single Malt whiskies are limited release selections of Scotland's most exclusive casks, meticulously sourced by Scotch whisky connoisseurs

Made privately in two of the most storied and acclaimed distilleries in the Scottish Highlands and Islay region, Glen Oak's three expressions are the balanced 10YO, the dynamic 17YO and the rare 30YO.



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## ***10 Year Old – select casks from confidential Highland Distillery***

- Classic Highland Scotch: light and floral nose gives way to palate of sweet grains, diced apples and a fresh, grassy finish.
- Originally distilled in 1996 using water from the springs of the Ochil hills
- Aged in ex-bourbon barrels, only 300 cases of this age were produced



## ***17 Year Old – Select casks from the prestigious Bruichladdich Islay Distillery***

- Resting in bourbon barrels for over 17 years, Glen Oak 17 YO is dynamic.
- Glen Oak 17 YO has an orange spice nose and a palate of dark chocolate, sea salt and a light peaty finish.
- Distilled with 100% Islay Barley
- Only 125 cases of this vintage remain in existence

## ***28 Year Old – select single barrel from confidential Highland Distillery***

- Only 300 total bottles survive from this amazing 28 year old vintage
- Originally distilled and laid into former bourbon barrels in 1989
- Our rare 28 Year Old Highland Single Malt delivers honeyed tobacco notes on the nose and rich fudge and tanic sensation on the tongue with a long finish