

COLD PRESSED

NEVER HEATED

FARM FRESH

NEVER ARTIFICIAL

COCKTAIL DELIVERY

PATENTED TECH

DRNXMYTH





Red Door Capital Partners, LLC

Opening Doors

Private Equity / Management / Consulting



Richard A. Wolpow
Managing Partner



Brian A. Lebrecht
General Counsel



Michael A. Brochu
Senior Advisor

RED DOOR CAPITAL \$3M INVESTMENT AT 18.9M PRE MONEY VALUATION

AB Inbev's venture arm is the lead investor along with GR, Doehler, Bill Weiland. Go side by side at the same valuation.

- Issuer: In Spirit Group, Inc., a Delaware corporation
- Securities: Series A-1 Preferred Stock
- Amount: \$3 million allocations. \$975,000 already invested.
- Pre-Money valuation: \$18.9 million (before the \$5.7 million round)
- Post Money valuation \$24.6 million
- Board Member Rights: Right to Appoint one (1) Board Member for so long as Red Door holds at least 1,000,000 share of Series A-1 Preferred Stock, and one (1) Board observer for so long s Investor holds any Series A-1 Preferred Stock





THE PROBLEM

RTD COCKTAILS DON'T TASTE LIKE CRAFT COCKTAILS

- Artificial recipes, never fresh
- Premixed in cans
- Use of preservatives
- Heat pasteurized
- Use of low quality malt or wine spirits





SPIRITS
TINCTURES
BITTERS
LIQUEURS



Patent No. 12,955,393 A9

Utility Patent on bottle design
and function

FRESH
COLD PRESS
JUICE
RECIPES

Patent No. 11,115,397 B2

Process Patent connecting
bottle design to High Pressure
Processing

THE SOLUTION

THE WORLD'S FIRST FRESH BOTTLED COCKTAIL

We developed a proprietary, dual-chamber, cold-pressure / fresh-bottling technology to mix fresh juices with alcohol, establishing a new super-premium category of 'fresh' in the ready-to-drink category.

NEVER HEATED • NO PRESERVATIVES • NO ARTIFICIAL INGREDIENTS • 9 MONTHS OF REFRIGERATED SHELF LIFE



TWIST TECH COMBINED WITH PRESSURE TECH

PATENTED, COLD WATER PRESSURE TECH MAKES FRESH POSSIBLE

Our Process Patent: 85,000 psi of cold water pressure stunts microbe growth for 9 months of refrigerated shelf life and 30 days unrefrigerated shelf life.

- NO PRESERVATIVES
- NO ARTIFICIAL INGREDIENTS
- NEVER HEATED



NEVER HEATED • NO PRESERVATIVES • NO ARTIFICIAL INGREDIENTS • 9 MONTHS OF REFRIGERATED SHELF LIFE



HOW DEFENSIBLE IS DRNXMYTH

OUR IP BLOCKS COMPETITORS

- Awarded Utility and Process Patent in the U.S. and patent pending in major international markets.
- Only FDA and TTB-Compliant facility to bottle fresh citrus and bulk spirits
- Joint Venture with largest fresh juice co-packer with North America.
- We own unique combination of spirit license types to vertically integrate.





A COLLECTION OF 20+ SKU'S



MEZCAL
MARGARITA
BY SAEED HOUSE



RUM
PUNCH
BY BAD BIDRY



HIBISCUS
HAZE
BY BAD BIRDY



BOURBON
SOUR
BY JASON YU



EASTSIDE
BY SAEED HOUSE



BLACKBERRY
BRAMBLE
BY SAEED HOUSE



STRAWBERRY
MARGARITA
BY JOSH SUCHAN



CLASSIC
MARGARITA
BY CHARITY K.



STRAWBERRY
MOJITO
BY BRIAN KLEMM



GINGER
DROP
BY RICHARD ALLISON



CONSUMERS ARE BLOWN AWAY

- 20+ SKU's with 4.7* average rating
- Over 2400+ 5* Reviews
- Consistently rated bar quality
- Fresh ingredients make the difference

★★★★★

Black pepper is so good

This is a great Margarita. I can't decide if I like this one more than the traditional because they are both so good. Love the black pepper notes.

Product Name: [Cucumber Margarita](#)

★★★★★

Nice, strong, smooth flavors

The coffee and tequila flavors are nice and strong but well balanced with the other flavors. Will definitely order it again.

Product Name: [Mexican Coffee](#)

★★★★★

Apricot Smash doesn't disappoint

Out of all delicious flavors, the Apricot Smash was my fave. I used crushed ice and boy did that make a difference! Not too thick and not too overpowering. Nice balance. I will order that flavor again!

★★★★★

This was such a fun

This was such a fun and tasty activity with the team. Shipping was quick and easy and I would buy it again :)

Product Name: [Apricot Rye Smash](#)

★★★★★

Delicious!

Delicious and convenient. A co-worker hosted a virtual happy hour and bought everyone a drink - it was a nice surprise and a great conversation starter during the happy hour.

Product Name: [Strawberry Mojito](#)

★★★★★

Delish!

Delish!

Product Name: [Ginger Drop](#)



THE PRESS LOVES US

- Awarded Best New Spirit Brand 2020 by BEVNET
- “They solved a problem that’s vexed the spirits industry for years” FORBES
- “Helps bartenders commercialize their recipes and bring them to market” LA TIMES

AS SEEN IN

Futurism

EATER

BuzzFeed

Liquor.com

MarketWatch

LA Times

VICE

Forbes

InsideHook

Los Angeles
MAGAZINE

RollingStone

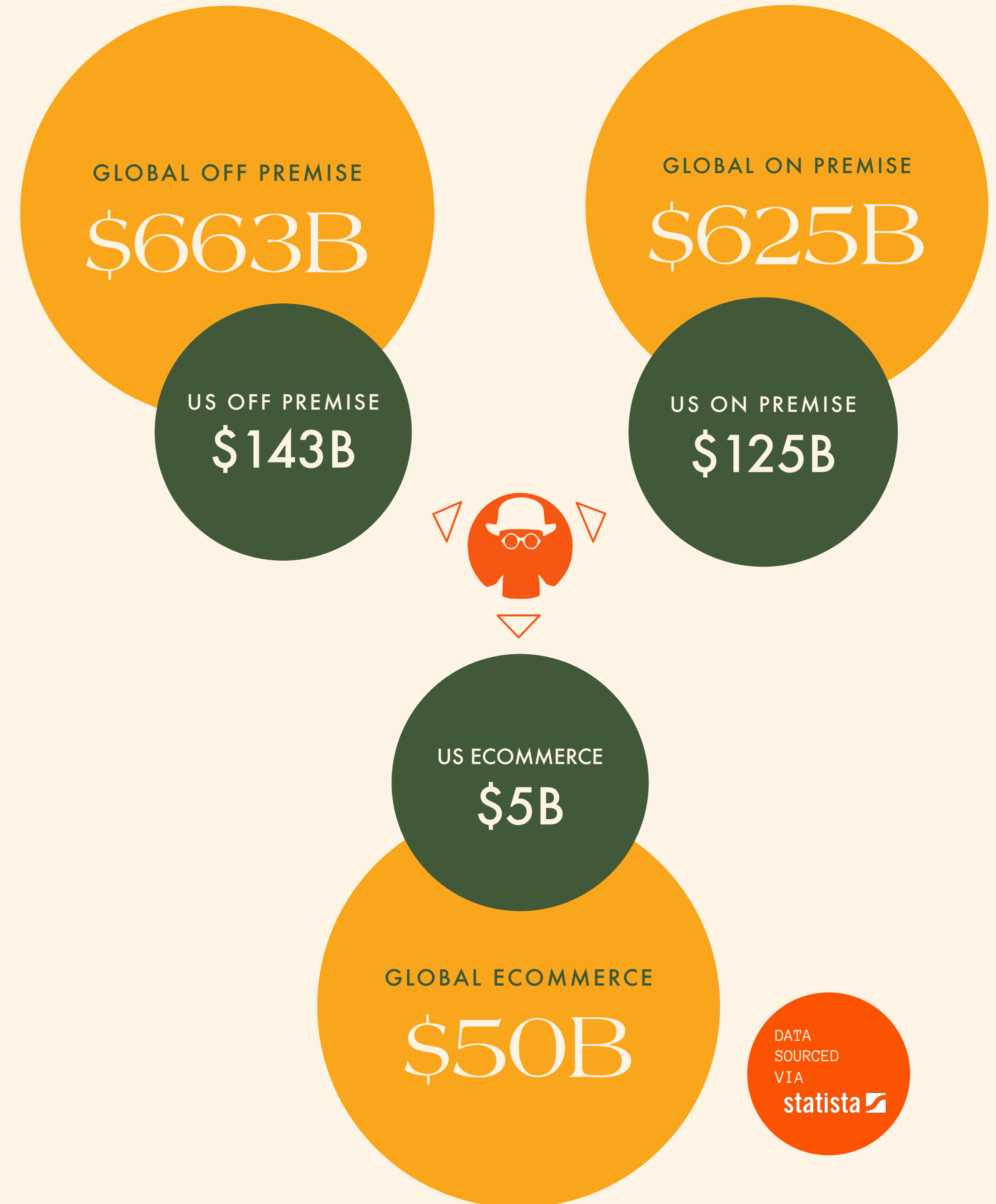
thrillist



A GLOBAL OPPORTUNITY TO SCALE

LIQUOR: \$1.5 TRILLION MARKET 10.5% CAGR

As RTD cocktails gain market share, the opportunity is ripe for DrnxMyth's proprietary solution to meet this global demand -- and to shape flavors to regional and local palate preferences.

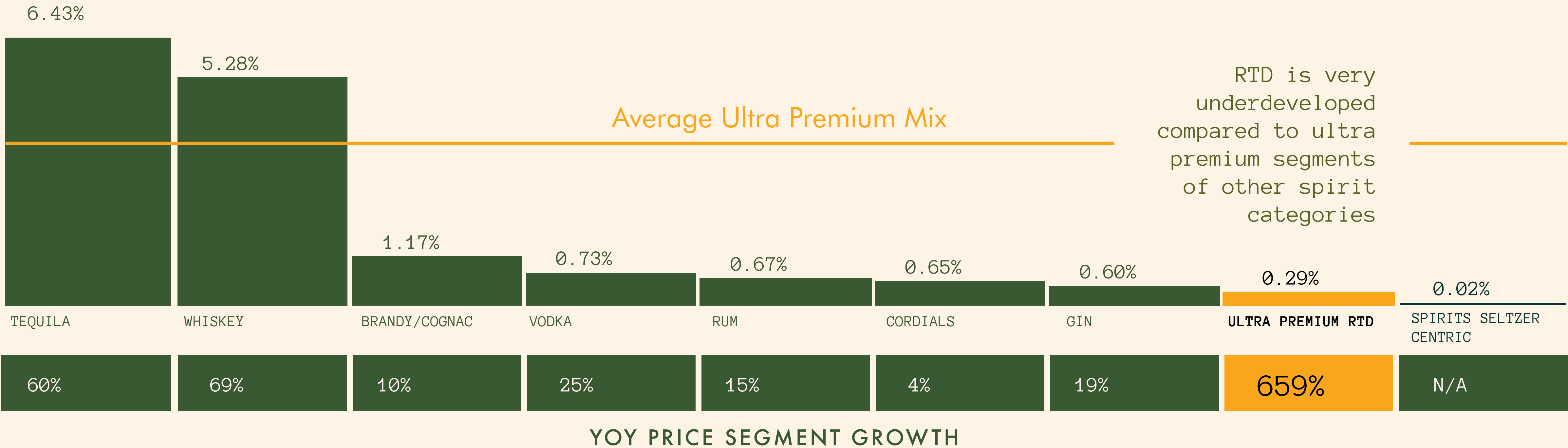




RTD IS GROWING 11.5% CAGR PREMIUM RTD: 660% YOY & POISED FOR GROWTH



- As RTD grows into maturity, we expect the ultra premium price segment to resemble the rest of the spirits industry.



Source: IRI TUS MULC 2021



WHY IS THIS AN EXCITING OPPORTUNITY

CATEGORY DEFINING BRANDS GET 10-20X REVENUE



DIAGEO



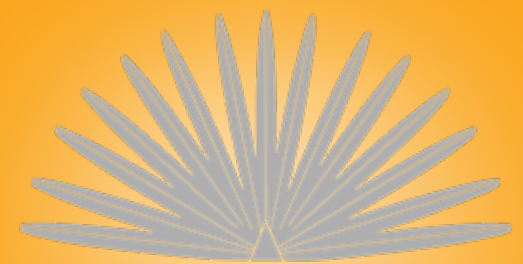
Constellation
Brands



BACARDI®

ABInBev

ACQUISITION MULTIPLE



CASAMIGOS
Tequila

20X

ACQUISITION MULTIPLE

EMPATHY 
wines

10X

ACQUISITION MULTIPLE

ANGELS ENVY

12X

ACQUISITION MULTIPLE

CUTWATER®
SPIRITS

10X



TIMELINE

HISTORY + STRATEGY & FORECAST

- We've proven product market fit and doubled revenue from '20 to '2021. With AB Inbev's backing through ZX Ventures, we are temporarily transitioning budget from Ecommerce to Brick & Mortar, primarily through creation of a new 48 cavity mould that gives us 55% gross margin when scaling through AB Inbev's distributor network.



'20-'21 REVENUE: \$5.4MILLION

\$1.7M in CA revenue for 8 months in '20, then doubled revenue in '21 to \$3.7 Million.

NEW 48 CAVITY MOULD

Reduce costs 30%+ for profitable national brick and mortar scale.

NATIONAL SCALE W/ AB INBEV

Scale to \$7M net revenue 12 months post new cost-reducing mould. Double revenues in the following 12 months.

2020

2021

2022

2023

2023

2023

2024

2025

10-20 X
EXIT

TEST LAUNCH YIELDS 500% YoY GROWTH

Initial launch during pandemic resulted in viral e-commerce growth.

AB INBEV INVESTS + BRICK & MORTAR PIVOT

Partnership with AB Inbev with a \$3M check and backing distribution for Brick and Mortar test launch prior to 2023 scale plan.

SCALE THROUGH CA & NV

Scale off premise and on premise distribution in CA, Washington, Las Vegas.





GROCERY WEEKLY ROS 3X HIGHER THAN RTD INDUSTRY LEADERS



DRNXMYTH



\$340

CUTWATER®

\$160

ABSOLUT.®

\$78

Crown Royal

\$77

 BACARDÍ

\$51

CAZADORES

\$47

JACK DANIEL'S

\$48



Source: Nielsen, 13 weeks ending 9-18, total US. Brand average based on Top 4 SKUs.



LIQUOR WEEKLY ROS 3X HIGHER ABOVE RTD INDUSTRY LEADERS



DRNXMYTH



\$240

CUTWATER®

\$185

ABSOLUT.®

\$58

Crown Royal

\$71

 BACARDÍ

\$72

CAZADORES

\$59

JACK DANIEL'S

\$45



Source: Nielsen, 13 weeks ending 9-18, total US. Brand average based on Top 4 SKUs.

NOW LAUNCHING GOPUFF/BEVMO !

- Bevmo/Gopuff co-brand and premium shelf placement
- CA-wide rolling launch beginning in 10 LA stores





WHAT DOES \$3M GET DRNXMYTH

USE OF FUNDS



\$400K DISTRIBUTION SUPPORT

DISTRIBUTION SUPPORT

IN MARKET VISITS

MERCHANDISING
INVESTMENT

STORE TASTINGS &
SAMPLING

RETAILER INCENTIVES

CUSTOMER SPECIFIC
INITIATIVES



\$100K R&D

CO-PACK AUTOMATION

NEW RECIPES

NEW PARTNERSHIPS

BUILD OUT OF LOW TAX
CLASS BREWED/WINE/SAKE
LINE



\$500k PERSONNEL

MARKET MANAGER PER
STATE



\$200K ECOMMERCE

ON SITE CONVERSION
RATE OPTIMIZATION AND
DRIVE-TO-RETAIL
INTEGRATIONS

NEW PROGRAM BUILD-
OUTS: MEMBERSHIP,
AFFILIATE, 1P DATA
COLLECTION

SEASONAL CONTENT
CREATION



\$1.8M 48 CAVITY MOULD + INVENTORY

48 CAVITY MOULD

COMPONENT VOLUME
PURCHASING

INCREASE COPACK
THROUGHPUT THROUGH
AUTOMATION

AUTOMATION AT COMPONENT
MANUFACTURER



THE PEOPLE BEHIND DRNXMYTH

DRNXMYTH TEAM



BRANDON SCHWARTZ

Founder/President
Strategy & Marketing

Experience:
Brazilian Blowout
Revitalash
Unwash (exited)
Beach House Group



LAWRENCE CISNEROS

Founder/CEO
Ops, Finance, Legal

Experience:
Undercover Brand
In Spirit Group, Inc.



DANNY GOLDBERG

VP of Sales

AB Inbev
Drinkworks
Disney



ADVISORS & BOARD MEMBERS



BRANDON SOFLEY

Director & Board
Member

Experience:
ZX Ventures
AB Inbev



CARLTON FOWLER

Advisor

Experience:
Goat Rodeo
Capital
E&J Gallo



SCOTT KING

Board Member &
Advisor

AB Inbev
Drinkworks
Accenture
Nestlé
Mattel



JAMES PELLIGRINI

Director &
Advisor

Experience:
Goat Rodeo
Capital
E&J Gallo



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THANK YOU

- For investment inquiries, please contact brand@drnxmyth.com





★★★★★

MEZCAL
MARGARITA

BY SAEED HOUSE



★★★★★

RUM
PUNCH

BY RAD RIDRY



★★★★★

HIBISCUS
HAZE

BY RAD RIDRY



★★★★★

BOURBON
SOUR

BY JASON YU



★★★★★

EASTSIDE

BY SAEED HOUSE



★★★★★

BLACKBERRY
BRAMBLE

BY SAEED HOUSE



★★★★★

STRAWBERRY
MARGARITA

BY JOSH SUCHAN



★★★★★

CLASSIC
MARGARITA

BY CHARITY K.



★★★★★

STRAWBERRY
MOJITO

BY BRIAN KLEMM



★★★★★

GINGER
DROP

BY RICHARD ALLISON

APPENDIX



2022-2023 COGS REDUCTION AND LARGER SIZE

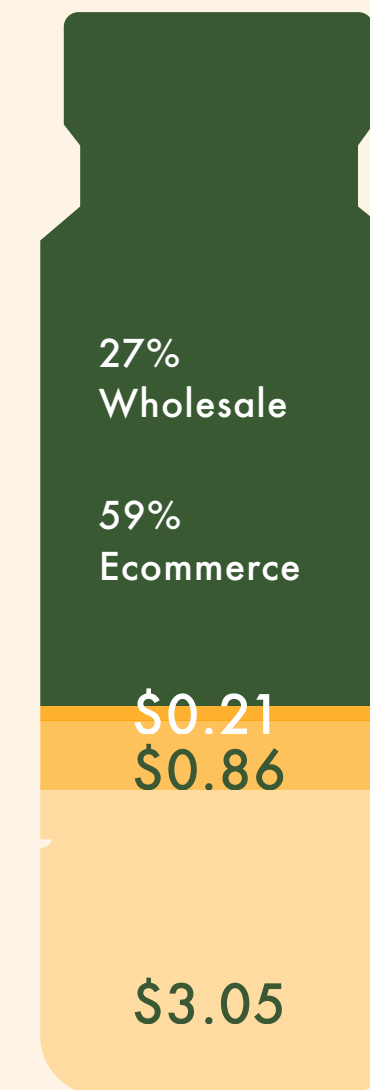
PROFITABILITY WITH NEW COGS

- New 48 cavity mould yields 55%+ gross margins across at wholesale 70% GM on Ecommerce.
- New Mould COGs target is \$3/unit to breakeven at \$4Million in TTM Net Revenue.
- Updated design: easier to twist, less plastic



■ Packaging ■ Wet Ingredients ■ HP Processing ■ DRNXMYTH Margin

Current COGS
\$4.45
average



Cost &
Margin
Current Levels

2023 COGS
\$3.00
average



Cost &
Margin
2023 Target

Super High Margin
Multi Serve
750ml



Cost &
Margin
750ML 2023



DISTRIBUTION ROADMAP

FOCUSED PILOTS TO EXPANSION



WHOLESALE

Gain distribution in a specialty retailer chain (~10 Stores)

BevMo!

Prove Out ROS

Grow within CA (~25 stores)

BevMo!
Total Wine & MORE



Bring on additional specialty retail (~25 stores)

EXPAND

Grow to major metros (~150 stores)

BevMo!
Total Wine & MORE



Approach mainstream retail

INDEPENDENT MARKETS



Gain distribution in targeted Indy Liquor Stores (~10 Stores)

Prove Out ROS

Grow within NYC (~25 stores)

Bring on other Indy Metros (Boston, San Fran, Miami)

EXPAND

Grow within existing (~2-3X stores)

Expand to ~10 MCAs



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