



CLEAR WATER
DISTILLING Co

**CRAFTED FOR
QUALITY,
NOT PRICE**

Est 2020
Pleasant Grove, UT
www.clearwaterdistilling.com

RAISING 5M

1.045 HARD COMMITTED
525K SOFT COMMITTED

5M = 33% of company

100% of funds to growth

15 x Return on
Investment by 2028

KEY METRICS

Revenue	Projected
'20 89k	'23 1.5M
'21 326k	'24 3.2M
'22 614k	'25 6.0M
(avg 270% growth)	'26 11 M
	'27 19.0M
Trailing 12 778k	'28 30.0M

Margins 50 - 75%

Industry norm 20 - 40%

GROWTH

The focus for 2023 and 2024 is to own our backyard, expanding distribution and sales in UT, ID, NV, and CA.

Progress: Official Tailgate Sponsor of Utah Utes Football, ESPN700 Radio Partner, Utah Warriors ML Rugby Official Spirits Partner, Liquid to Lips Campaign



Clear Water Distilling Crafts spirits with quality as the number 1 objective. Most producers sacrifice ingredients to compete on price, often adding sugar, additives, and colorings, especially in the flavored whiskey category. Even many so called 'premium' vodkas have added sugar for mouthfeel. Clear Water Distilling uses only the best ingredients, and never adds anything artificial, or sweet.

Contact: Stephanie Eau Claire
801-472-1344 stephanie@clearwaterdistilling .com

Premium Spirits Crafted by Liquor Snobs



FOUNDERS



CEO

**MATT
EAU CLAIRE**



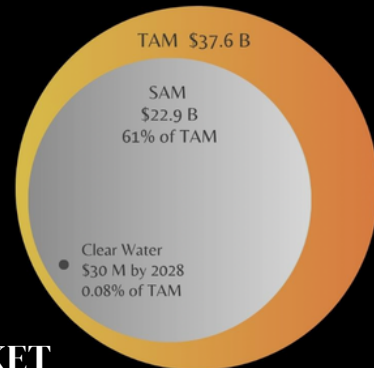
President

**STEPHANIE
EAU CLAIRE**

KEY ADVISORS

DAVID MCGEARY - HEAD OF SALES
FORMER DIRECTOR OF WESTERN CONTROL STATES
BACARDI USA

ADAM OPALEK - ADVISOR
FORMER HIGH WEST HEAD OF WESTERN SALES



MARKET

The spirits market has been trending to High-End Premium and Super Premium, accounting for 61% of US spirits sales in 2022, equaling 23B. Clear Water projects capturing 30M of this market by 2028.

PRODUCTS

ScandaLust Cinnamon Whiskey
Rene Rye-Magnac
Clear Water Vodka
Lorenz Crafted Spirit
Josephine Eau de Vie
Wednesday Whiskey

