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Craft Spirits
Category
CAGR 33%

Professionalized
Platform
For Rapid Growth

Diversified
Portfolio with
Craft Canning

INVESTMENT HIGHLIGHTS

Very Cool Spirits Brands
& Products Uniquely
Positioned for Growth

Focused
Strategy for
Proficiency

Experienced
Management with
Successful Track
Record

EASTSIDE DIFFERENTIATION: Craft Inspired but not Craft Constrained

MISSION

We are a craft inspired spirits company focused on artisanal products, experiential brands and alcoholic beverage manufacturing excelling in branding, product innovation, barrel aging and supply chain

VISION

To move beyond conventional craft distillery constraints

To build a hybrid model of branding and manufacturing

To have an innovative approach to craft spirits with a national network

To build premiere, premium craft spirits brands that are approachable and desirable

To excel at authenticity, quality, taste and experience

VALUES - Craftsmanship | Teamwork | Integrity | Performance

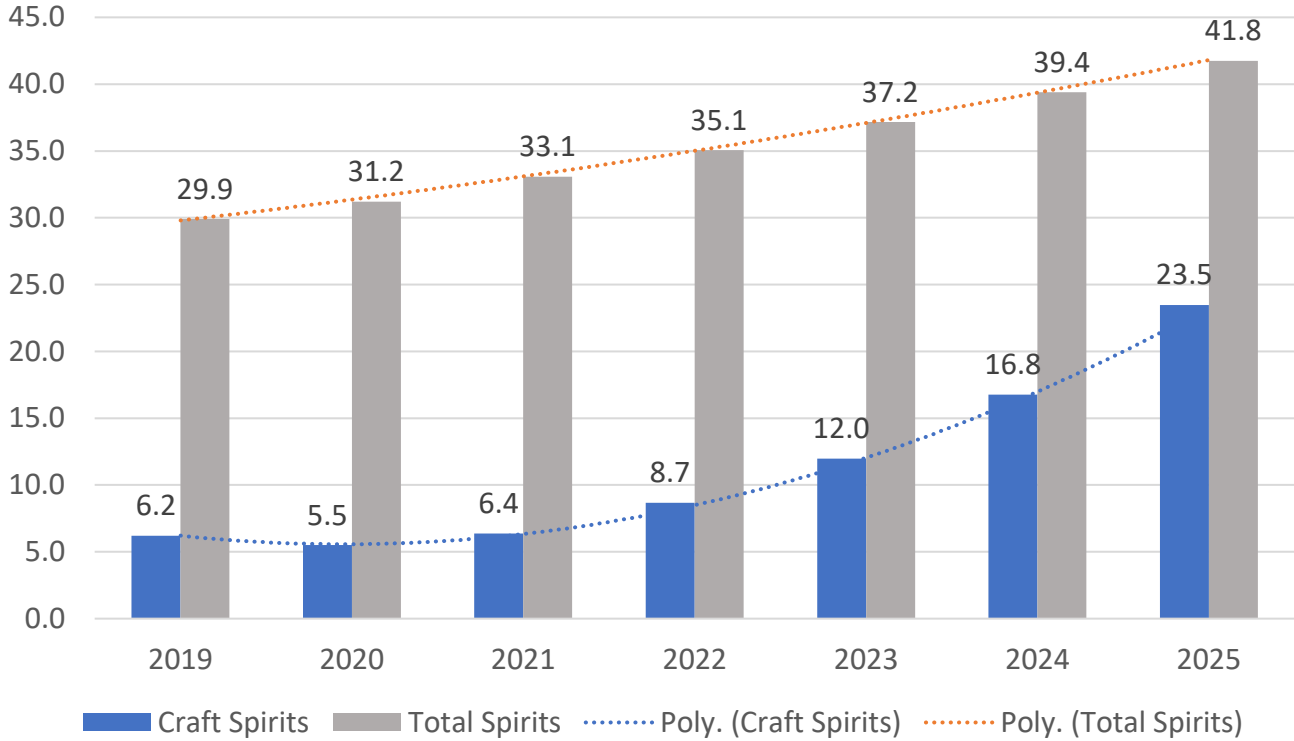


Spirits Growth and Craft Spirits Explosion

2020 to 2025 CAGR Total Spirits 6.02% and Craft Spirits 33.7%

- Underlying Drivers of US Spirits Category**
- Shift from Beer & Wine
 - Premiumization
 - New Products and RTD's
 - Millennial Consumption
 - Whiskey, Tequila, Cognac

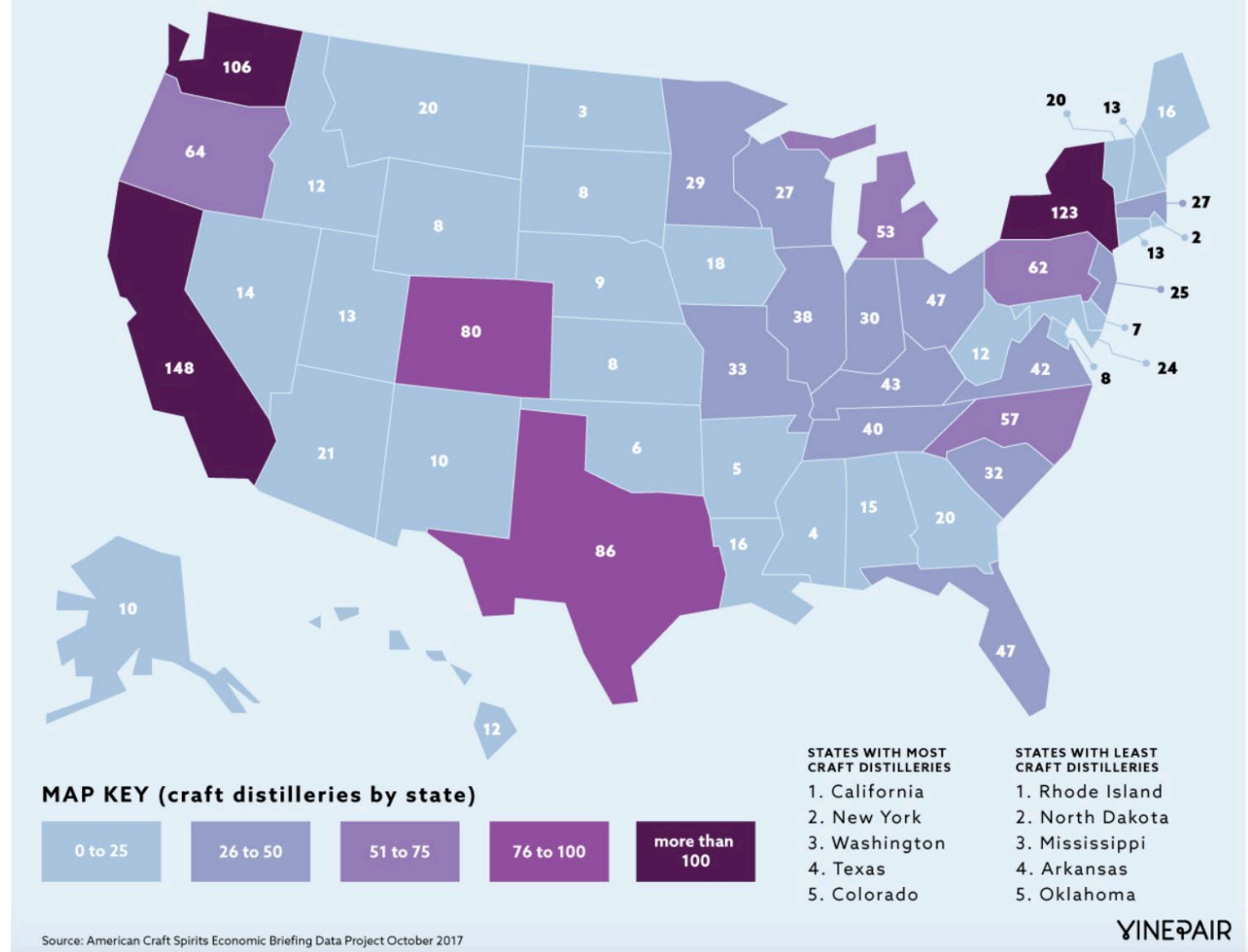
- Underlying Drivers of Craft Spirits**
- Authenticity
 - Higher Quality
 - Farm to Flask
 - Craftmanship
 - New Products with Flavors



Top Craft Distilleries by States and CDI

Distillery Ranking	Distillery State	Distillery Number	% Total Distilleries	% Total Population	CDI
1	CA	148	9.58%	12.0%	80
2	NY	123	7.96%	5.9%	135
3	WA	106	6.86%	2.3%	301
4	TX	86	5.57%	8.7%	64
5	CO	80	5.18%	1.7%	301
6	OR	64	4.14%	1.3%	326
7	PA	62	4.01%	3.9%	104
8	NC	57	3.69%	3.1%	117
9	FL	47	3.04%	6.4%	47
10	OH	47	3.04%	3.5%	86
11	KY	43	2.78%	1.4%	206
12	VA	42	2.72%	2.6%	105
13	TN	40	2.59%	2.1%	126
14	IL	38	2.46%	3.9%	64
15	MO	33	2.14%	1.9%	115
16	SC	32	2.07%	1.5%	134
17	IN	30	1.94%	2.0%	96
18	MN	29	1.88%	1.7%	110
19	WI	27	1.75%	1.8%	99
20	MA	27	1.75%	2.1%	84
21	CT	27	1.75%	1.1%	162
22	MI	27	1.75%	3.0%	58
23	NJ	25	1.62%	2.7%	60
24	AZ	21	1.36%	2.2%	63
25	GA	20	1.29%	3.2%	41
Top 25		1281	82.91%		

Definition: "The CDI is a measure of the relative sales strength of a particular product category in a specific market area of the United States." The percent of product category A's total U.S. sales in market X is divided by the percent of total U.S. population in market X, then multiplied by 100 to get the index number.



Strategic Opportunity for Craft Spirits

STRATEGIC FOCUS: WEST

16% population and 21% craft distilleries

- Washington State
- Oregon
- California

STRATEGIC OPPORTUNITY: SOUTHWEST

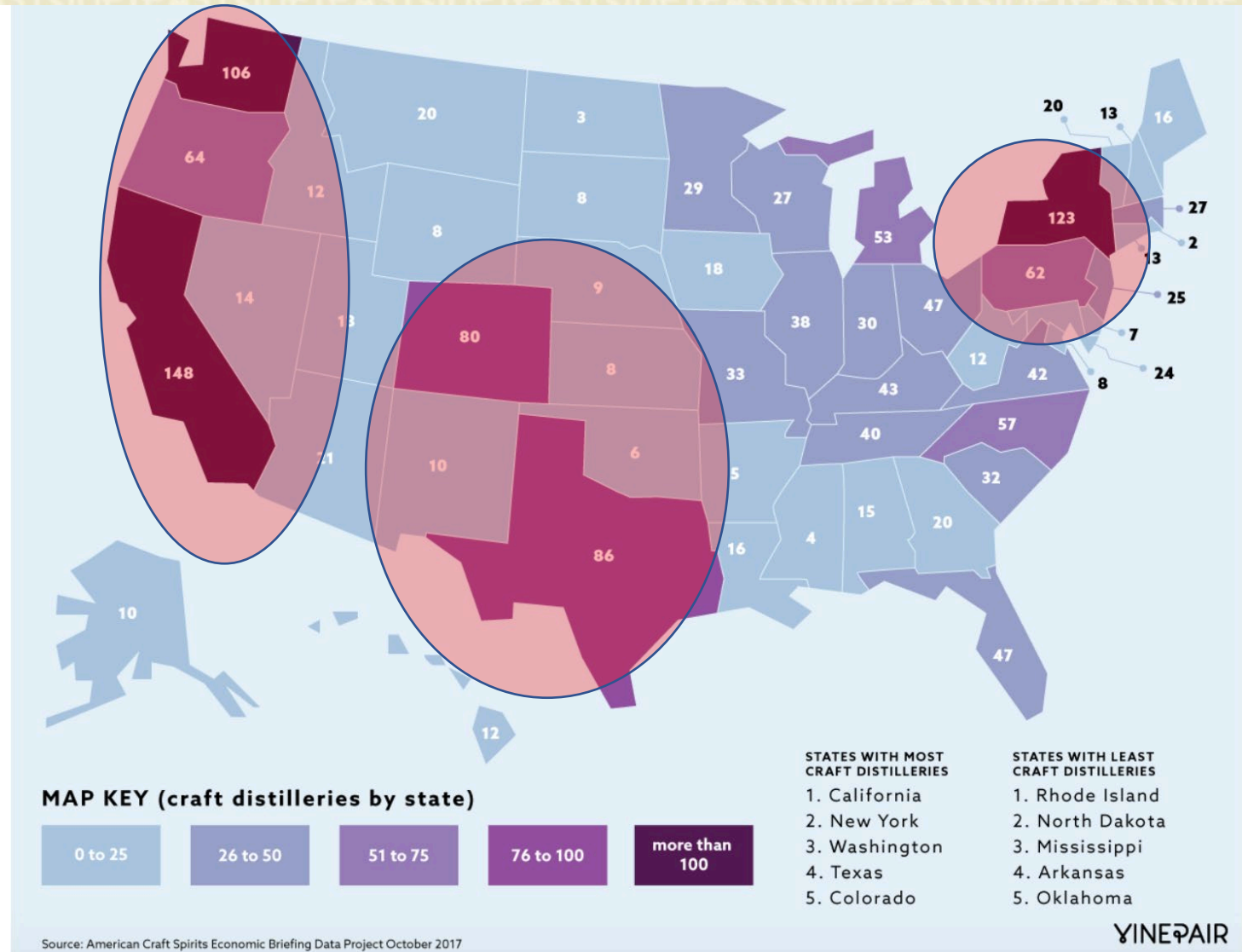
10% US population 11% craft distilleries

- Colorado
- Texas

STRATEGIC OPPORTUNITY: NORTHEAST

10% US population 12% craft distilleries

- New York
- Pennsylvania



Underlying Drivers of Craft Spirits

Intensifying “farm-to-flask” Movement

- Seeking authentic products
- Artisanal attraction
- Better ingredients & higher quality
- Authentic production process
- Better taste experience
- Local experience & personal interaction
- 71% purchase based on company ethics

Cocktail Renaissance

- Led by millennials
- Flavorful inspiration
- Mirroring artisanal food
- Coastal Focus

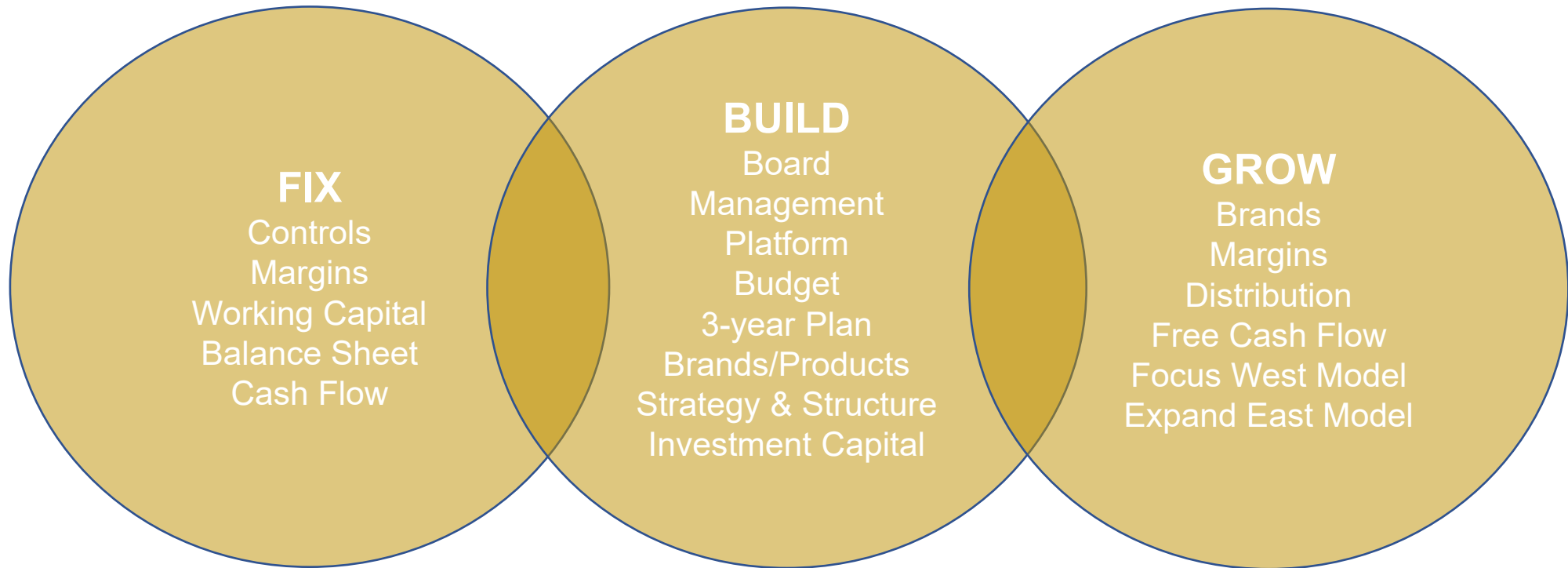
Trendy Experimentation
 Quality ^{Niche} Expensive
 Owner Operated ^{Honest}
 Different Small Batch Unique Local
 Artisanal ^{Regional}
 Modern Innovative
 Traditional Farm-to-bottle
 Top-End Farm-to-flask
 Handmade

Growing “share-of-throat” of Spirits V Beer

- Consumption skewing younger
- Interest in new & different flavors
- Shift in usage occasion
- Shift in perception – quality & premium



Turnaround Approach



1 Brand Differentiation

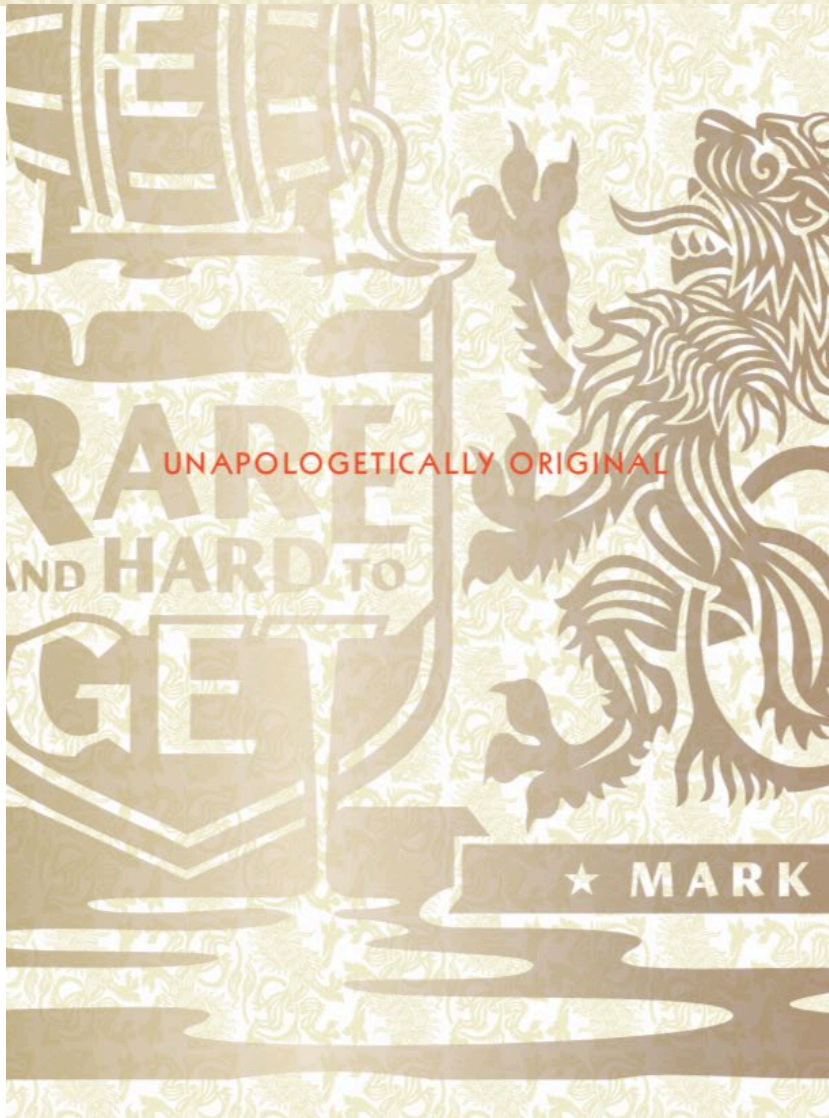


2 Product Innovation

The Studio
NEIL POWELL



Innovation drives Premiumization



UNAPOLOGETICALLY ORIGINAL

LET'S GO TO EASTSIDE.

It's a place where things are a little mixed up. A place where no batch is too small. A place where great craft is a deep love of process, an obsessive attention to the smallest of details and the audacity to be unapologetically original.

Let's go to Eastside. It's just around the corner.



A
BREATH
OF
FRESH AIR

1 POTATO
2 POTATO
3 POTATO
4X DISTILLED

side

MADE WITH MT. HOOD
PRISTINE WATER FROM
**PORTLAND
POTATO
VODKA**
DISTILLED 4 TIMES
40% ALC/VOL (80 PROOF)
750 ML

Repositioning Legacy Brands

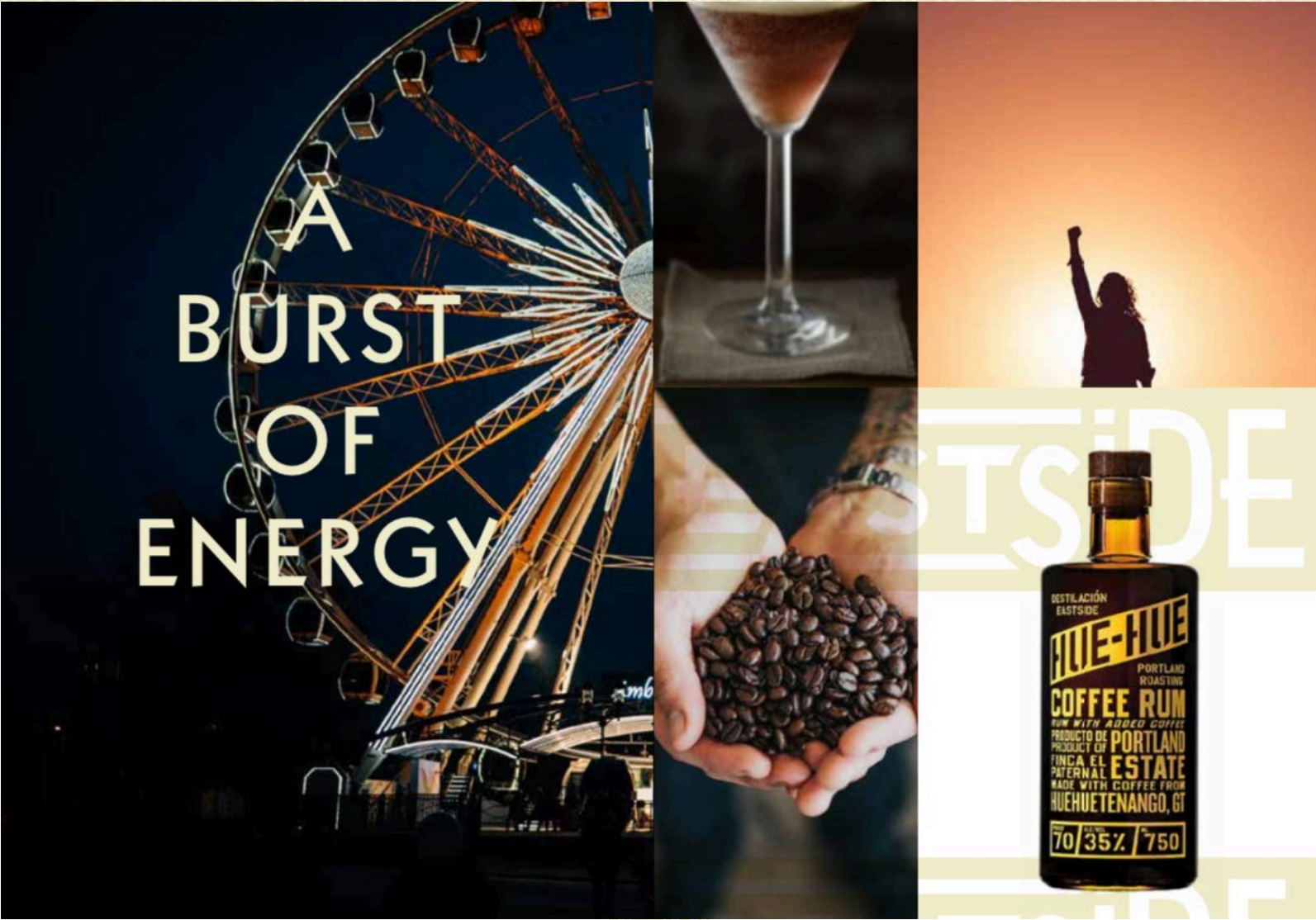
NOTHING IS BLACK AND WHITE

The collage features four distinct images. The top-left image shows a pair of brown leather boots standing on a pile of rocks and debris. The top-right image shows a row of wooden barrels in a cellar, with a large, gnarled tree trunk in the foreground. The bottom-left image shows a suspension bridge, likely the Astoria-Megler Bridge, shrouded in thick fog. The bottom-right image shows three bottles of Burnside bourbon lined up on a surface. The bottles are labeled 'Burnside' and include details like 'ESTABLISHED PORTLAND OREGON', 'QUERCUS GARRYANA', and 'BATCH-FINISHED'. The background of the bottom-right image is a light yellow color with the word 'EASTSIDE' repeated in a large, white, sans-serif font.

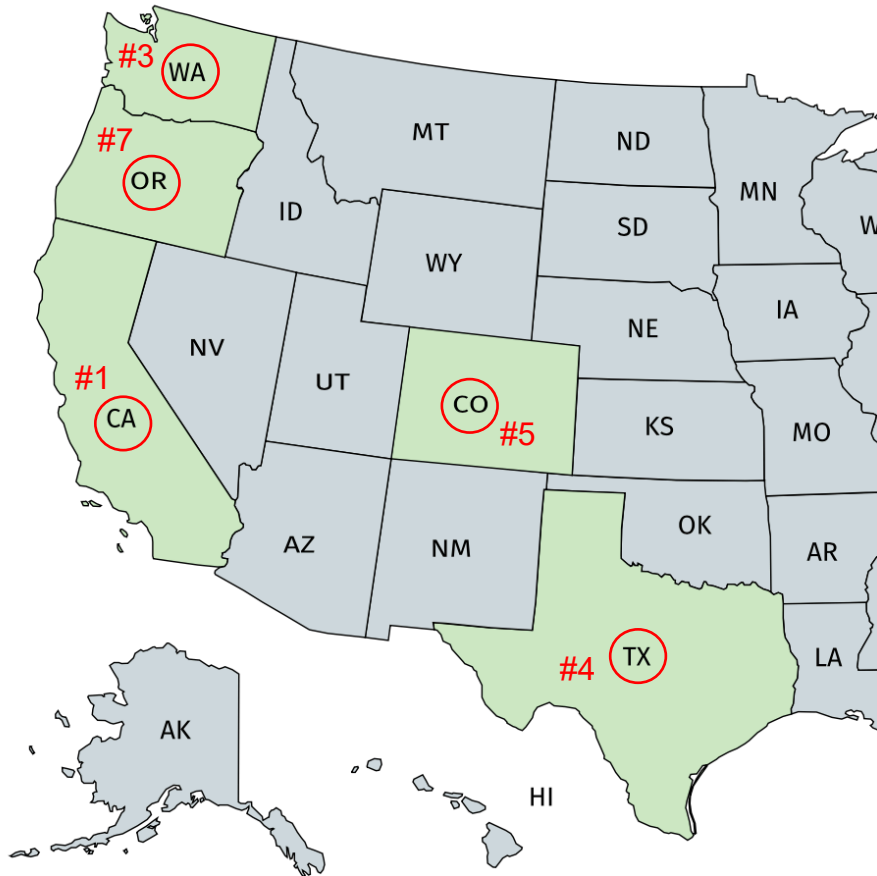
OUR FARM IS OUR FOUNDATION

HONESTLY AUTHENTIC

Realignment of Resources



2021 Strategy: **INVESTMENT 5 States** with highest Craft Spirits/CDI

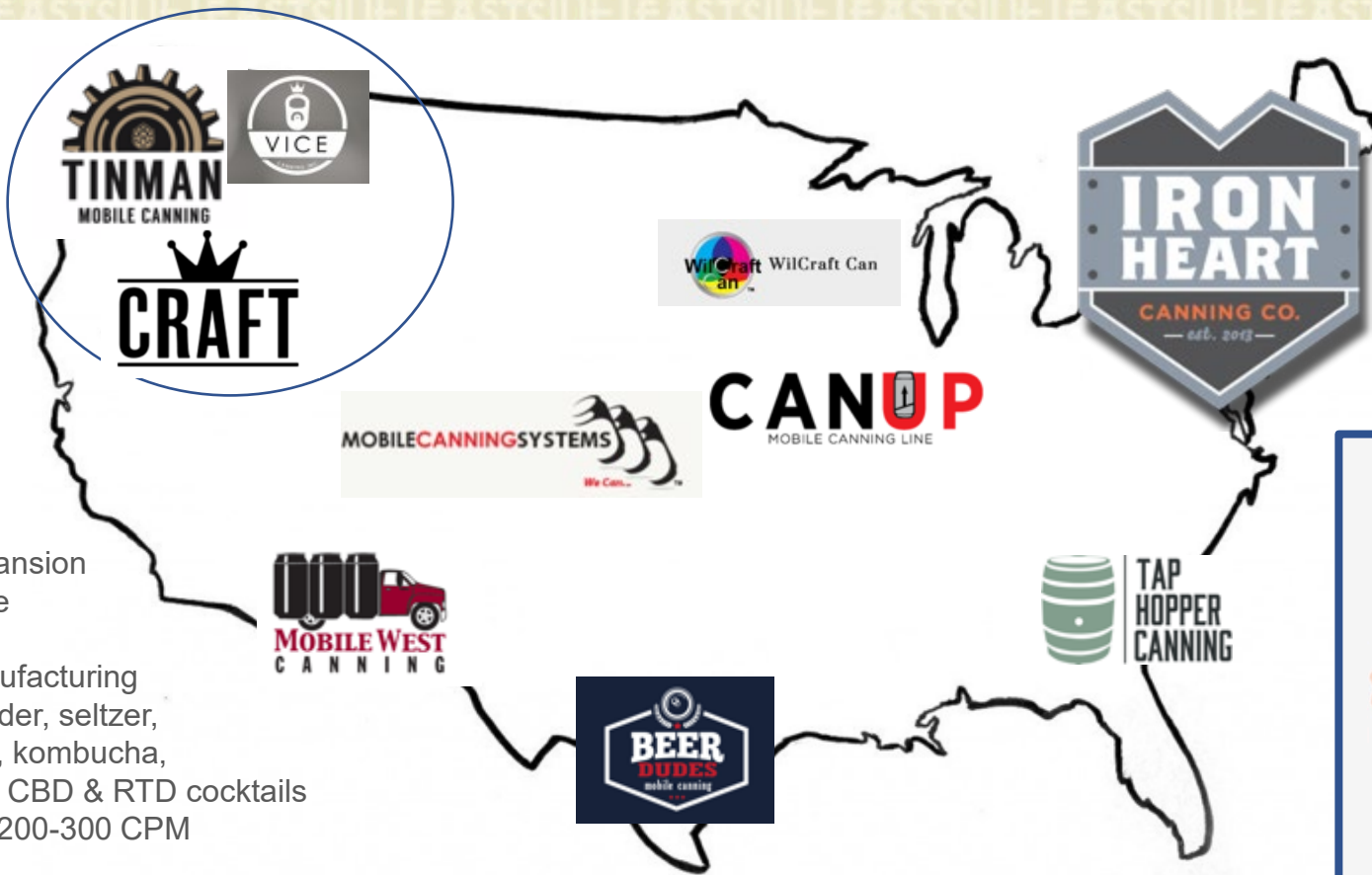


Invest and Grow in Five States

- Oregon
- California
- Texas
- Colorado
- Washington

○ Top rank Craft Distillery States
*Data from statista.com



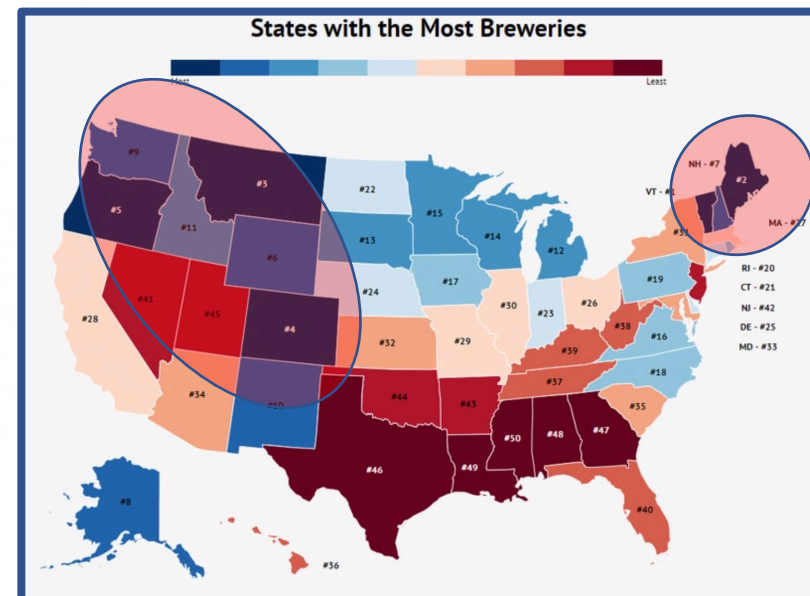


CRAFT Model

- Regional expansion
- Mobile/flexible
- Can focus
- Contract manufacturing
- Beer, wine, cider, seltzer, non-alcoholic, kombucha, energy drinks CBD & RTD cocktails
- Trucks/Lines 200-300 CPM

CRAFT Method

- Center of operational excellence for Eastside
- Target Small facilities with limited space
- Expand via M&A, Contract Canning/Bottling
- Black Belt principles



Statista defined a craft brewery as any brewery that makes under 6 million barrels of beer a year and isn't majority-owned by another big alcohol company. From there, the craft brewery must have a Brewer's Notice from the Alcohol and Tobacco Tax and Trade

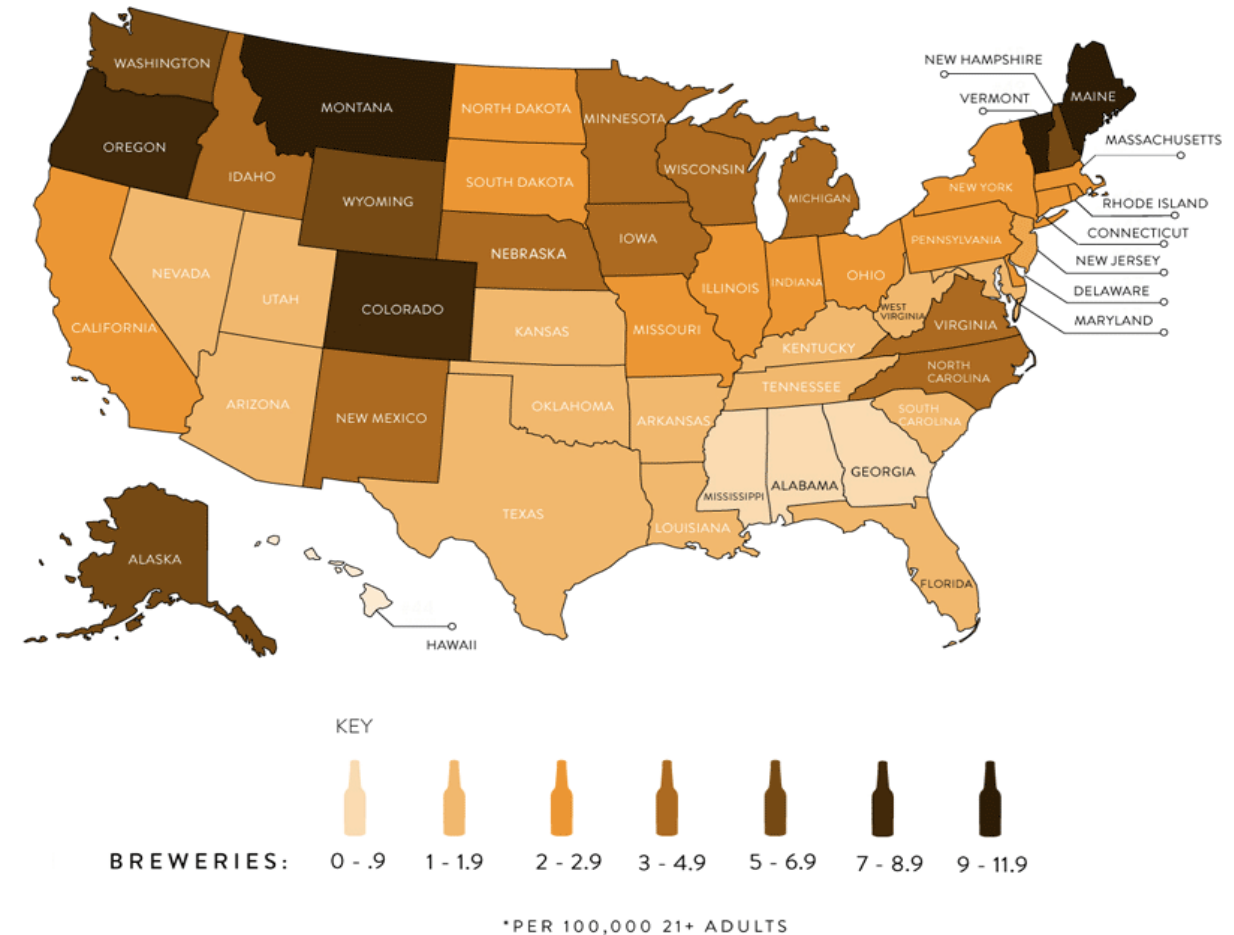


Craft Canning + Bottling Market Opportunity

- Pacific Northwest Mobile Canning Growth driven by concentrated growth of regional brewers
- The number of microbreweries have grown mid-double digits over the past 5 years⁽¹⁾
- Craft Canning has focused operations in three of the top 10 states experiencing the “Craft Beer Revolution” Oregon (#6), Washington (#9) and Colorado (#4)⁽¹⁾⁽²⁾

WHERE CRAFT BEER IS MOST POPULAR

STATES RANKED BY NUMBER OF CRAFT BREWERIES, PER CAPITA*



(1) C+R Research: <https://www.visualcapitalist.com/numbers-craft-beer-industry-u-s/c>

(2) Brewers Association: <https://www.brewersassociation.org/statistics-and-data/state-craft-beer-stats/?state=WA>

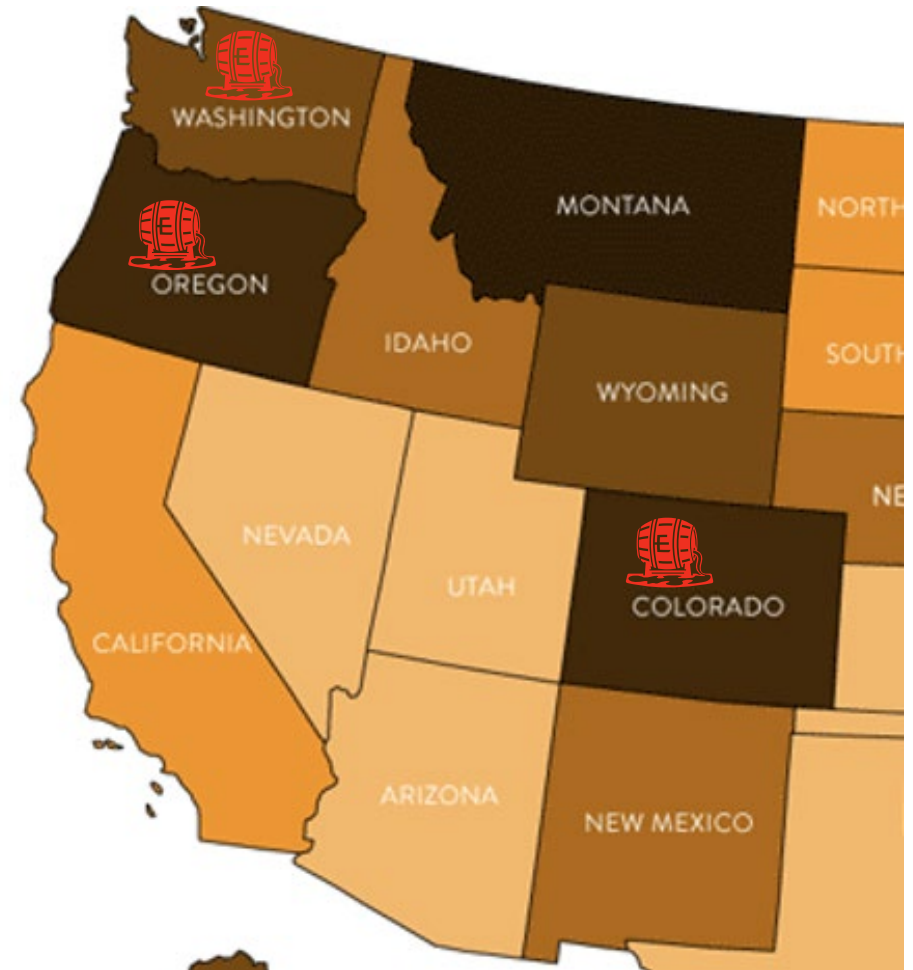


Craft Canning Expansion Strategy

- Expand through hub-spoke model to capture demand
- Leverage customer base and size of opportunity with higher margin services

State	Rank	Total # of Craft Breweries	Barrels of Craft Beer Produced Per Year
California	1	907	3,664,080
Washington	3	423	583,956
Colorado	4	425	1,529,613
Oregon	10	311	1,012,854
Arizona	20	127	194,345
New Mexico	27	94	144,530
Montana	28	92	218,547
Idaho	31	73	91,819
Nevada	38	45	87,469
Utah	40	42	174,323
Wyoming	42	41	56,403

2019 Data from Brewers Association: www.brewersassociation.org



RARE AND HARD TO GET

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