20 ANNUAL 22 REPORT

Bartholomew's Blood Orange

We are starting with one product which is a 70 proof premium rum flavored with blood orange and a hint of madagascar vanilla

hookhandrum.com

2022 WAS YEAR OF GREAT PROGRESS

We had many changes that came our way at Hook Hand Rum. The year began with our distillery partner giving us notice that they were no longer able to offer the rectifying services to produce our rum. So this started us down a path to find a new partner. We were introduced to Surf City Stillworks in Huntington Beach and now we are proud to have them produce our rum on our behalf.

The next on the list was to secure an address for the company so we could apply for our ABC Permits to begin production and selling rum. We partnered with Logistics Plus who has a warehouse and logistic services in Chino, CA. We applied for the permits and in late December we received approval for a Importer's and Wholesaler's permit from the ABC.

Then as a by product of changing our rectifying partner, we also had to apply for a new label permit from the TTB. In the course of this the TTB asked us to make some changes to our trademark because it would limit us on what we could do as far as labels and what we could put into bottles. It is complicated, but the quick statement is they asked us to take the word rum out of our logo. So we had to make a decision. where we landed was to include our tagline *Where Tales Are Born* and elevate it to our actual brand statement. We feel his will honestly gives us a more powerful branding and offers us more latitude going forward. We go over this in more detail later in the report.

We say a special Thank You to our investors, who have believed in us at this starting point and we thank everyone who is with us on this journey.

The Hook Hand Team

Dan Olson Andrew Olson Evan Owen

Dan Olson

Andrew Olson

Evan Owen

LAUNCH of Original Crew

We officially launched our premium membership Original Crew. We have two types of memberships.

1. Original Crew Gold
2. Original Crew

The gold coin memberships are only fifty in number and are set aside for high profile people who will bring connection and awareness to the program. These are given gratis and have no fees.

The Original Crew Memberships are 4500 in number and carry a once only fee of $1,000 for a lifetime membership. These can only be purchased on our website.

John Christian was brought on as the General Manager of Original crew and will run the sales and ongoing management of the membership program.

The Original Crew Memberships are created to help build engagement and to fund the start-up with non equity funding.

2022 Year In Review

Surf City Stillworks

After being notified that we had to change our rectifying partner we chose to go with Surf City Stillworks.

This very exciting for us and we hope to make this a long standing partnership as we grow and increase our product line up.

We are working with Bill Auxier who is the General Manager and Chief Distiller. They have recently been acquired by Kimo Inc. and are in the middle of constructing an onsite a bar/restaurant and speakeasy. Hook Hand Rum will be served in all three.

Surf City Stillworks also has installed a continuous still and expanded their entire operation.

We may also explore at some point to have additional rum products that are distilled at SCS.

We look forward to hosting many of you at events at our new partner's distillery.

Architectural Rendition of Bar

Architectural Rendition of Speakeasy

Surf City Line up

Surf City's New Continuous Still

After going through the entire process of securing a warehouse and logistics partner, we became aware of some issues with our Distributor and having to ship product to our customers through FEDEX. This was about cost and timing.

We were introduced to Park Street by our friend Drew Hibbert, and we had heard some great things about their services.

So we made the decision to change from Logistics Plus to Park Street in early 2023.

This change gives us so much more in services and because we are combining warehousing and distribution in one entity we save 30% on Sales and Distribution and 50% on Warehousing and shipping alone.

A great by-product is that we gain a private delivery truck service so we can get a much quicker delivery from time of order.

Park Street also offers a full ERP for orders, inventory management, sales team management, which saves us from having to develop this ourselves.

In addition to this we will be changing our strategy from expanding to maximize geography, meaning most states, to working to go deeper in a top ten market strategy.

This will be worked out completely in 2023 as we begin production and sales.

BRAND NEWS

2022 Year In Review

CMO MARKETING PARTNERS

We added to our team by establishing a partnership with CMO Marketing Partners in a full service capacity. In the first year, they helped us garner some great exposure in both print and digital and helped establish and grow our Social Media presence.

In addition, they created some great Hook Hand Rum merchandise to elevate our brand and provide items for Original Crew members, trade/retail and eventually for sale to consumers.

advanced mixology

msn

Go Solo

yahoo!

Authority Magazine

CMO Marketing Partners' CEO Brian Petrocelli has played a integral role with us and with his hands-on style he has helped serve as a Barkeep as well as a strong strategic partner.

A Change in Our Logo and Label

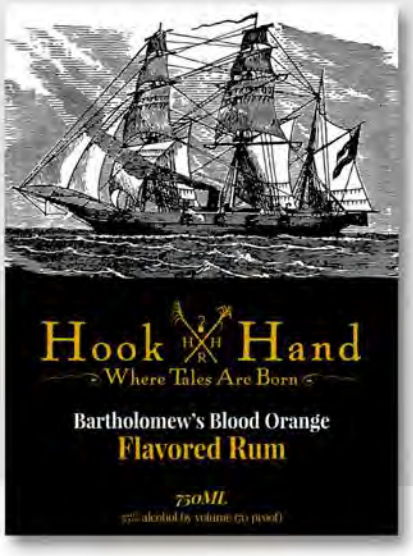
New

Hook Hand
Where Tales Are Born

Old

Hook Hand
Hand Crafted Rum

As we stated in our opening letter we have made a change in our logo. This will be an ongoing transition through 2023 as we have used the original everywhere. But who knows, maybe hold on to the items with the original logo, they may be worth something someday.



PEEK AT Promotional Pours

We want to get as many people to try Hook Hand Rum as we can so we participate in as many pours as we can to gain exposure. Here are just a few we did in 2022

Pinterest & Tastemade Los Angeles

United Way Pediatric Cancer

Bryce Hirschberg & Alex Mandel's Halloween Party

Finish Line Auto Club and MOB Holiday Party

National Kitchen & Bath Association

Our New Bar for Promos

FUTURE OPPORTUNITIES

As we look to 2023 and future opportunities we are in early discussions with Roark and Salty Crew with potential opportunities to license the Hook Hand brand for a line of clothing. Both companies are water, boats, fishing and surfing related which is great fit with Hook Hand Rum.

We look forward to doing this and more as we grow.

SALTY CREW

FIND REFUGE IN THE SEA

Hook Hand

Where Tales Are Born